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## VESTING OF LTIP AWARDS AND PDMR NOTIFICATIONS

### KEYSTONE LAW GROUP PLC

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22 June 2023

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## KEYSTONE LAW GROUP

### Keystone Law Group Plc

('Keystone Law', the 'Group' or the 'Company')

#### Vesting of LTIP awards and PDMR notifications

Keystone Law Group plc (AIM: KEYS), the network and tech-enabled challenger law firm, announces that the Company has issued 32,599 ordinary shares in the capital of the Company ("Ordinary Shares"). These shares have been allotted following achievement of the performance criteria required to vest 47.25% of the awards, to the beneficiaries of the share awards granted on 19 June 2019, under the Keystone Law Long Term Incentive Plan 2018 ('LTIP'). Application has been made to the London Stock Exchange for these Ordinary Shares to be admitted to trading on AIM ("Admission"). It is expected that Admission will occur at 8:00 a.m. on 27 June 2023. The Ordinary Shares will rank pari passu with the existing ordinary shares in the Company.

Of these shares, 12,678 were allocated to PDMR's of the Group.

| Name   | Number of Shares |
|--|------------------|
| Ashley Miller (Executive Director, Finance Director) | 6,339            |
| William Robins (PDMR)                                | 6,339            |

To pay the tax and NIC in relation to these shares Ashley Miller has sold 3,000 Ordinary Shares, at a price of 430 pence per Ordinary Share. Following these transactions Ashley Miller now holds 211,831 Ordinary Shares in the Company representing 0.67% and William Robins now holds 582,357 Ordinary Shares in the Company representing 1.85%.

Set out below are the notifications, made in accordance with the requirements of the Market Abuse Regulation.

| PDMR DEALING NOTIFICATION  |   |                                    |
|--|---|------------------------------------|
| Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them |   |                                    |
| 1  | Details of the person discharging managerial responsibilities/person closely associated                       |                                    |
| a)   | Name  | Ashley Rupert James Patrick Miller |
| 2  | Reason for the notification   |                                    |
| a)   | Position/status   | Finance Director                   |
| b)   | Initial notification /Amendment   | Initial                            |
| 3  | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor |                                    |

|      |   |  |           |  |
|------|---|--|-----------|--|
| a)   | Name  | Keystone Law Group plc   |           |  |
| b)   | Legal Entity Identifier   | 213800RTARHELL51S215   |           |  |
| 4    | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted |  |           |  |
| a)   | Description of the financial instrument, type of instrument   | Ordinary shares of £0.002 each in Keystone Law Group plc   |           |  |
|      | Identification code   | GB00BZ020557   |           |  |
| b 1) | Nature of the transaction   | Vesting of shares from LTIP Award granted in June 2019 under the Keystone Law Long Term Incentive Plan |           |  |
| c 1) | Price(s) and volume(s)  | Price(s)   | Volume(s) |  |
|      |   | Nil  | 6,339     |  |
| b 2) | Nature of the transaction   |  |           |  |
| c 2) | Price(s) and volume(s)  | Price(s)   | Volume(s) |  |
|      |   |  |           |  |
| d)   | Aggregated information  | Not applicable single transaction  |           |  |
|      | - Aggregated volume   |  |           |  |
|      | - Price   |  |           |  |
| e)   | Date of the transaction   | 22 June 2023   |           |  |
| f)   | Place of the transaction  | London   |           |  |

| PDMR DEALING NOTIFICATION  |  |  |
|--|--|--|
| Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them |  |  |
| 1  | <b>Details of the person discharging managerial responsibilities/person closely associated</b>   |  |
| a)   | Name   | Ashley Rupert James Patrick Miller                       |
| 2  | <b>Reason for the notification</b>   |  |
| a)   | Position/status  | Finance Director   |
| b)   | Initial notification /Amendment  | Initial  |
| 3  | <b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>   |  |
| a)   | Name   | Keystone Law Group plc                                   |
| b)   | Legal Entity Identifier  | 213800RTARHELL51S215                                     |
| 4  | <b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b> |  |
| a)   | Description of the financial instrument, type of instrument  | Ordinary shares of £0.002 each in Keystone Law Group plc |
|  | Identification code  | GB00BZ020557   |

|      |                           |                                   |                  |
|------|---------------------------|-----------------------------------|------------------|
| b 1) | Nature of the transaction | Sale of Ordinary Shares           |                  |
| c 1) | Price(s) and volume(s)    | <b>Price(s)</b>                   | <b>Volume(s)</b> |
|      |                           | 4.30                              | 3,000            |
| b 2) | Nature of the transaction |                                   |                  |
| c 2) | Price(s) and volume(s)    | <b>Price(s)</b>                   | <b>Volume(s)</b> |
|      |                           |                                   |                  |
| d)   | Aggregated information    | Not applicable single transaction |                  |
|      | - Aggregated volume       |                                   |                  |
|      | - Price                   |                                   |                  |
| e)   | Date of the transaction   | 22 June 2023                      |                  |
| f)   | Place of the transaction  | London                            |                  |

| PDMR DEALING NOTIFICATION  |  |  |
|--|--|--|
| Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them |  |  |
| <b>1</b>   | <b>Details of the person discharging managerial responsibilities/person closely associated</b>   |  |
| a)   | Name   | William Robins   |
| <b>2</b>   | <b>Reason for the notification</b>   |  |
| a)   | Position/status  | PDMR   |
| b)   | Initial notification /Amendment  | Initial  |
| <b>3</b>   | <b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>   |  |
| a)   | Name   | Keystone Law Group plc   |
| b)   | Legal Entity Identifier  | 213800RTARHELL51S215   |
| <b>4</b>   | <b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b> |  |
| a)   | Description of the financial instrument, type of instrument  | Ordinary shares of £0.002 each in Keystone Law Group plc   |
|  | Identification code  | GB00BZ020557   |
| b 1)   | Nature of the transaction  | Vesting of shares from LTIP Award granted in June 2019 under the Keystone Law Long Term Incentive Plan |
| c 1)   | Price(s) and volume(s)   | <b>Price(s)</b>  |
|  |  | <b>Volume(s)</b>   |
|  |  | Nil  |
|  |  | 6,339  |
| b 2)   | Nature of the transaction  |  |
| c 2)   | Price(s) and volume(s)   | <b>Price(s)</b>  |
|  |  | <b>Volume(s)</b>   |
|  |  |  |
|  |  |  |
| d)   | Aggregated information   | Not applicable single transaction  |

|    |                          |              |
|----|--------------------------|--------------|
|    | - Aggregated volume      |              |
|    | - Price                  |              |
| e) | Date of the transaction  | 22 June 2023 |
| f) | Place of the transaction | London       |

**-ENDS-**

**For further information please contact:**

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**Notes to editors**

Keystone Law (AIM: KEYS), is an award-winning, UK Top 100, law firm, providing conventional legal services in a £10bn addressable market through its scalable and unique model, with three defining characteristics:

- Lawyers have freedom, flexibility and autonomy, and are paid up to 75% of what they bill.
- Lawyers determine how, when and where they work, in contrast to the conventional law firm model.
- Lawyers are provided full infrastructure and support via its central office team, bespoke user-friendly IT platform, and network of colleagues and events.

Keystone Law is a full-service law firm, with 20 service areas and more than 50 industry sectors delivered by nearly 400 high calibre self-employed Principal lawyers who work from their own offices.

In November 2020, Keystone Law was named Law Firm of the Year by The Lawyer, the first time a 'new' law firm has won the award.

More information about Keystone can be found at [www.keystonelaw.co.uk](http://www.keystonelaw.co.uk).

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