

3 March 2023

Sosandar plc

("Sosandar" or the "Company")

Director/PDMR Dealing

Sosandar PLC (AIM: SOS), one of the fastest growing fashion brands in the UK, creating quality, trend-led products for women of all ages, announces that Lesley Watt, Non-Executive Director, purchased 43,184 ordinary shares of 0.1 pence each in the capital of the Company ("Ordinary Shares") at a price of 23 pence per Ordinary Share. Following this purchase which took place on 02 March 2023, Lesley Watt's total beneficial interest is in 43,184 Ordinary Shares, equal to approximately 0.02 per cent. of the Company's issued share capital.

Further details of the purchase can be found in the Notification of Dealing Form below.

Enquiries

Sosandar plc

Julie Lavington / Ali Hall, Joint CEOs
 Steve Dilks, CFO

www.sosandar.com

c/o Alma PR

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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	Lesley Watt
2	Reason for the notification	
a)	Position/status	Non-Executive Director
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Sosandar PLC
b)	LEI	2138004313MO7RXAVA37
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 0.1p each

	Identification code						
b)	Nature of the transaction	Purchase of Ordinary Shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>23 pence</td><td>43,184</td></tr></table>		Price(s)	Volume(s)	23 pence	43,184
Price(s)	Volume(s)						
23 pence	43,184						
d)	Aggregated information - Aggregated volume - Price	n/a - single transaction					
e)	Date of the transaction	2 March 2023					
f)	Place of the transaction	London Stock Exchange, XLON					

About Sosandar PLC

Sosandar is one of the fastest growing women's fashion brands in the UK targeting style conscious women who have graduated from price-led alternatives. The Company offers this underserved audience fashion-forward, affordable, quality clothing to make them feel sexy, feminine, and chic. The business sells predominantly own-label exclusive product designed in-house.

Sosandar's product range is diverse, providing its customers with an array of choice for all occasions across all women's fashion categories. The company sells through Sosandar.com and has brand partnerships in place with Next, John Lewis, Marks & Spencer, The Very Group, JD Williams and J Sainsbury.

Sosandar's strategy is to continue growing brand awareness and expand its customer database, whilst also further driving its high levels of customer retention. This is achieved through its exceptional products, seamless customer experience and impactful, lifestyle marketing activities all of which is underpinned by combining innovation with data analysis.

Sosandar was founded in 2016 and listed on AIM in 2017. More information is available at www.sosandar-ir.com

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