

3 March 2023

**Kitwave Group plc**

**("Kitwave", the "Group" or the "Company")**

**Director/PDMR Shareholding**

Kitwave Group plc (AIM: KITW), the delivered wholesale business, was today notified by Michael Young, a PDMR at the Company, that he had sold 323,627 ordinary shares of one pence each in the Company ("Ordinary Shares") on 1 March 2023 at a price of 233 pence per Ordinary Share.

Following the above transaction, Michael Young's total holding is 451,811 Ordinary Shares, equating to 0.65 per cent. of the Company's issued share capital.

**- Ends-**

**For further information please contact:**

**Kitwave Group plc**

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Notification of a Transaction pursuant to Article 19(1) of the EU Market Abuse Regulation (EU) No. 596/2014 as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018.		
<b>1 Details of the person discharging managerial responsibilities/person closely associated</b>		
a.	Name	Michael Young
<b>2 Reason for notification</b>		
a.	Position/Status	Person discharging managerial responsibilities
b.	Initial notification/ Amendment	Initial Notification
<b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a.	Name	Kitwave Group plc

b.	LEI	2138007DLCYPVY95UD40	
<b>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</b>			
a.	Description of the financial instrument, type of instrument  Identification Code	Ordinary Shares of 1 pence each  GB00BNYKB709	
b.	Nature of the transaction	Sale of Ordinary Shares	
c.	Price(s) and volume(s)	Price(s)	Volume(s)
		233 pence	323,627
d.	Aggregated information  - Aggregated Volume  - Price	N/A	
e.	Date of the transaction	1 March 2023	
f.	Place of the transaction	London Stock Exchange (AIM)	

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