RNS Number: 2551T Kitwave Group PLC 16 March 2023

16 March 2023

Kitwave Group plc

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

Director/PDMR Shareholdings

Kitwave Group plc (AIM: KITW), the delivered wholesale business, today announces the granting of awards under the Company's Long Term Incentive Plan ("LTIP") to a number of persons discharging management responsibilities ("PDMRs").

Under the LTIP, selected participants are offered the opportunity to acquire a defined number of £0.01 ordinary shares in the Company at nil cost subject to certain performance conditions being achieved in a defined time period. The awards will either be in the form of a nil cost option or a conditional share award ("Awards"). No consideration was paid for the grant of the Awards.

In respect of the nil cost options, they will vest and will be capable of exercise (subject to achievement of the applicable performance targets) approximately 5 years from the date of grant (being the aggregate of a 3 year performance period and a 2 year deferment period).

The following PDMRs were granted nil cost options:

Director/PDMR	Position	Number of Awards Awarded
David Brind	Chief Financial Officer	50,000
Ben Maxted	Chief Operating Officer	50,000

In respect of the conditional share awards, they will be released (subject to achievement of the applicable performance targets) approximately 3 years from the date of grant.

The following PDMRs were granted conditional share awards:

Director/PDMR	Position	Number of Awards Awarded
Christopher Young	Group Operations Manager	25,000
Michael Young	Commercial Director	25,000
Mark Earl	Group Financial Controller	25,000
John Hope	Divisional Operations Director	25,000
Alan McCartney	IT Director	25,000

It is intended that the Awards will be satisfied by the issue of new shares.

The Awards were granted in accordance with the Remuneration Committee Report as set out in the Company's 2022 Annual Report and Accounts.

Further details on the LTIP are disclosed in the Remuneration Committee Report of the Company's 2022 Annual Report and Accounts, which can be found on the Company's website at https://www.kitwave.co.uk/investors/reports-presentations/.

1	Details of the person discha associated	rging mana	gerial responsibilities/person closely
a)	Name:	David Brir	nd
2	Reason for the notification		
a)	Position/Status:	Chief Fina	ancial Officer
b)	Initial Notification/Amendment:	Initial Notification	
3	Details of the issuer, emissic auctioneer or auction monit		e market participation, auction platform,
a)	Name:	Kitwave 0	Group plc
b)	LEI:	2138007D	LCYPVY95UD40
		 	epeated for (i) each type of instrument; (ii)
4.			
4. a)	each type of transaction; (iii	Ordinary	; and (iv) each place where transactions have
	each type of transaction; (iii been conducted . Description of the financial	Ordinary	; and (iv) each place where transactions have
	each type of transaction; (iii been conducted Description of the financial instrument:	Ordinary:	; and (iv) each place where transactions have
a)	each type of transaction; (iii been conducted Description of the financial instrument: Identification code:	Ordinary:	s and (iv) each place where transactions have Shares of 1 pence each DBNYKB709
a)	each type of transaction; (iii been conducted . Description of the financial instrument: Identification code: Nature of the transaction:	Ordinary SISIN: GB00	s and (iv) each place where transactions have Shares of 1 pence each DBNYKB709 nil cost options
a)	each type of transaction; (iii been conducted . Description of the financial instrument: Identification code: Nature of the transaction:	Ordinary: ISIN: GB00 Grant of r Price(s) nil	Shares of 1 pence each OBNYKB709 iil cost options Volume(s)
a) b) c)	each type of transaction; (iii been conducted . Description of the financial instrument: Identification code: Nature of the transaction: Price(s) and volume(s): Aggregated volume:	Ordinary: ISIN: GB00 Grant of r Price(s) nil	Shares of 1 pence each OBNYKB709 iil cost options Volume(s) transaction

1	Details of the person dischar associated	rging managerial responsibilities/person closely
a)	Name:	Ben Maxted
2	Reason for the notification	
a)	Position/Status:	Chief Operating Officer
b)	Initial Notification/Amendment:	Initial Notification
3	Details of the issuer, emission auctioneer or auction monit	on allowance market participation, auction platform, or
a)	Name:	Kitwave Group plc
b)	LEI:	2138007DLCYPVY95UD40
4.		tion to be repeated for (i) each type of instrument; (ii)) each date; and (iv) each place where transactions have
a)	Description of the financial instrument:	Ordinary Shares of 1 pence each ISIN: GB00BNYKB709
	Identification code:	

C)	Price(s) and volume(s):	Price(s)	voiume(s)
		nil	50,000
d)	Aggregated volume:	n/a single	transaction
	Price:	ny a single	Cansaction
e)	Date of the Transaction:	16 March	2023
f)	Place of the Transaction:	Off Marke	et .

	Details of the person dischar associated	ging mana	gerial responsibilities/person closely
a)	Name:	Christoph	ner Young
2	Reason for the notification		
a)	Position/Status:	Group Op	erations Manager
b)	Initial Notification/Amendment:	Initial No	tification
3	Details of the issuer, emissic auctioneer or auction monitor		ce market participation, auction platform,
a)	Name:	Kitwave (Group plc
b)	LEI:	2138007D	LCYPVY95UD40
4.			repeated for (i) each type of instrument; (ii); and (iv) each place where transactions have
a)	5	Ordinary Shares of 1 pence each ISIN: GB00BNYKB709	
aj	Description of the financial instrument: Identification code:		·
•	instrument:	ISIN: GB0	·
b)	instrument: Identification code:	ISIN: GB0	DBNYKB709
b)	instrument: Identification code: Nature of the transaction:	ISIN: GB0	OBNYKB709 Conditional share award
b) c)	instrument: Identification code: Nature of the transaction:	ISIN: GB00 Grant of c Price(s)	OBNYKB709 Conditional share award Volume(s)
b)	instrument: Identification code: Nature of the transaction: Price(s) and volume(s): Aggregated volume:	ISIN: GB00 Grant of c Price(s)	OBNYKB709 Conditional share award Volume(s) 25,000 e transaction

1	Details of the person discha associated	rging managerial responsibilities/person closely
a)	Name:	Michael Young
2	Reason for the notification	
a)	Position/Status:	Commercial Director
b)	Initial Notification/Amendment:	Initial Notification
3	Details of the issuer, emissic auctioneer or auction monit	on allowance market participation, auction platform, or
a)	Name:	Kitwave Group plc
b)	LEI:	2138007DLCYPVY95UD40

4.			epeated for (i) each type of instrument; (ii) ; and (iv) each place where transactions have
a)	Description of the financial instrument: Identification code:		Shares of 1 pence each DBNYKB709
b)	Nature of the transaction:	Grant of c	onditional share award
c)	Price(s) and volume(s):	Price(s)	Volume(s) 25,000
d)	Aggregated volume: Price:	n/a single	e transaction
e)	Date of the Transaction:	16 March	2023
f)	Place of the Transaction:	Off Marke	et

Reason for the notification Position/Status:	Mark Earl Group Fin	
osition/Status:	Group Fin	
,	Group Fin	
nitial		ancial Controller
lotification/Amendment:	Initial Not	ification
		e market participation, auction platform,
lame:	Kitwave G	Group plc
EI:	2138007DI	LCYPVY95UD40
		epeated for (i) each type of instrument; (ii) and (iv) each place where transactions have
Description of the financial instrument:		Shares of 1 pence each DBNYKB709
lature of the transaction:	Grant of c	onditional share award
rice(s) and volume(s):	Price(s)	Volume(s)
	nil	25,000
nggregated volume:	n/a single	transaction
Date of the Transaction:	16 March 2	2023
lace of the Transaction:	Off Marke	t
	etails of transaction(s); sectach type of transaction; (iii) een conducted . escription of the financial astrument: dentification code: ature of the transaction: rice(s) and volume(s): ggregated volume: rice: ate of the Transaction:	ame: El: 2138007D etails of transaction(s); section to be r ach type of transaction; (iii) each date; een conducted esscription of the financial instrument: Bentification code: ature of the transaction: Grant of conducters rice(s) and volume(s): price(s) nil ggregated volume: n/a single rice: ate of the Transaction: 16 March

1	Details of the person of associated	discharging managerial responsibilities/person closely
a)	Name:	John Hope
2	Reason for the notifica	ation
a۱	Position/Status	Divisional Operations Director

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b)	Initial Notification/Amendment:	Initial No	tification
3	Details of the issuer, emissic auctioneer or auction monitor		e market participation, auction platform,
a)	Name:	Kitwave G	Group plc
b)	LEI:	2138007D	LCYPVY95UD40
4.			epeated for (i) each type of instrument; (ii) and (iv) each place where transactions have
a)	Description of the financial instrument: Identification code:		Shares of 1 pence each OBNYKB709
b)	Nature of the transaction:	Grant of c	onditional share award
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		nil	25,000
d)	Aggregated volume: Price:	n/a single	transaction
e)	Date of the Transaction:	16 March 2023	

1	Details of the person discha associated	rging mana	gerial responsibilities/person closely
a)	Name:	Alan McC	artney
2	Reason for the notification		
a)	Position/Status:	IT Directo	r
b)	Initial Notification/Amendment:	Initial Notification	
3	Details of the issuer, emissic auctioneer or auction monit		ce market participation, auction platform,
a)	Name:	Kitwave (Group plc
b)	LEI:	2138007D	LCYPVY95UD40
4.	Details of transaction(s): sec	tion to be r	repeated for (i) each type of instrument; (ii)
			; and (iv) each place where transactions have
a)	each type of transaction; (iii	Ordinary	; and (iv) each place where transactions have Shares of 1 pence each
a)	each type of transaction; (iii been conducted . Description of the financial	Ordinary	; and (iv) each place where transactions have
a) b)	each type of transaction; (iii been conducted Description of the financial instrument:	Ordinary ISIN: GB00	; and (iv) each place where transactions have Shares of 1 pence each
b)	each type of transaction; (iii been conducted . Description of the financial instrument: Identification code:	Ordinary ISIN: GB00	; and (iv) each place where transactions have Shares of 1 pence each OBNYKB709
b)	each type of transaction; (iii been conducted . Description of the financial instrument: Identification code: Nature of the transaction:	Ordinary ISIN: GBO	Shares of 1 pence each OBNYKB709 Conditional share award
b) c)	each type of transaction; (iii been conducted . Description of the financial instrument: Identification code: Nature of the transaction:	Ordinary ISIN: GBO Grant of c Price(s)	Shares of 1 pence each OBNYKB709 conditional share award Volume(s)
ŕ	each type of transaction; (iii been conducted . Description of the financial instrument: Identification code: Nature of the transaction: Price(s) and volume(s): Aggregated volume:	Ordinary ISIN: GBO Grant of c Price(s)	Shares of 1 pence each OBNYKB709 Conditional share award Volume(s) 25,000 E transaction

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Yellow Jersey PR (Financial media and PR) Sarah Hollins Shivantha Thambirajah Bessie Elliot

Company Overview

Founded in 1987, following the acquisition of a single-site confectionery wholesale business based in North Shields, United Kingdom, Kitwave is a delivered wholesale business, specialising in selling and delivering impulse products, frozen, chilled and fresh foods, alcohol, groceries and tobacco to approximately 42,000, mainly independent, customers.

With a network of 30 depots, Kitwave is able to support delivery throughout the UK to a diverse customer base, which includes independent convenience retailers, leisure outlets, vending machine operators, foodservice providers and other wholesalers, as well as leading national retailers.

The Group's growth to date has been achieved both organically and through a strategy of acquiring smaller, predominantly family-owned, complementary businesses in the fragmented UK grocery and foodservice wholesale market.

Kitwave Group plc (AIM: KITW) was admitted to trading on AIM of the London Stock Exchange on 24 May 2021.

For further information, please visit: www.kitwave.co.uk.

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