

**Genuit Group plc (the "Company")**

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.**

The Company announces that on 24 March 2023, Paul James, Chief Financial Officer and a Person Discharging Managerial Responsibilities, exercised the following options:

1. a nil-cost option over 17,634 shares in accordance with the Long-Term Incentive Plan Award granted to him on 2 May 2018. Mr. James sold sufficient shares to cover the appropriate tax and national insurance liabilities due on exercise.
2. a nil-cost option over 17,147 shares in accordance with the Long-Term Incentive Plan Award granted to him on 30 April 2019. Mr. James sold sufficient shares to cover the appropriate tax and national insurance liabilities due on exercise.
3. a nil-cost option over a total of 3,479 shares (comprising 3,383 shares granted under the Award and 96 shares awarded at vesting in lieu of dividends paid during the vesting period) in accordance with the Deferred Share Bonus Plan Award granted to him on 30 April 2019, which vested on 30 April 2021. Mr. James sold sufficient shares to cover the appropriate tax and national insurance liabilities due on exercise.
4. a nil-cost option over a total of 3,524 shares (comprising 3,383 shares granted under the Award and 141 shares awarded at vesting in lieu of dividends paid during the vesting period) in accordance with the Deferred Share Bonus Plan Award granted to him on 30 April 2019, which vested on 30 April 2022. Mr. James sold sufficient shares to cover the appropriate tax and national insurance liabilities due on exercise.
5. a nil-cost option over a total of 2,315 shares (comprising 2,245 shares granted under the Award and 70 shares awarded at vesting in lieu of dividends paid during the vesting period) in accordance with the Deferred Share Bonus Plan Award granted to him on 22 June 2020, which vested on 22 June 2022. Mr. James sold sufficient shares to cover the appropriate tax and national insurance liabilities due on exercise.

Mr. James now holds an interest in a total of 71,563 shares.

The notifications below, which have been made in accordance with the requirements of the UK Market Abuse Regulation, provide further detail.

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	Paul James
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Financial Officer/Director and PDMR
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Genuit Group plc
b)	LEI	21380051F1N2RKJ6KO18
<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	Ordinary Shares of £0.001 each in the capital of

a)	Description of the financial instrument, type of instrument  Identification code	Ordinary Shares of £0.001 each in the capital of Genuit Group plc  GB00BKRC5K31				
b)	Nature of the transaction	Acquisition of Shares for no consideration pursuant to the exercise of nil-cost options as follows: Long-Term Incentive Plan ("LTIP") award granted on 2 May 2018. LTIP award granted on 30 April 2019.				
c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>Nil</td><td>9,479 - Number of LTIP shares acquired from 2 May 2018 grant after reduction for appropriate tax and national insurance liabilities. 9,217 - Number of LTIP shares acquired from 30 April 2019 grant after reduction for appropriate tax and national insurance liabilities.</td></tr></table>	Price(s)	Volume(s)	Nil	9,479 - Number of LTIP shares acquired from 2 May 2018 grant after reduction for appropriate tax and national insurance liabilities. 9,217 - Number of LTIP shares acquired from 30 April 2019 grant after reduction for appropriate tax and national insurance liabilities.
Price(s)	Volume(s)					
Nil	9,479 - Number of LTIP shares acquired from 2 May 2018 grant after reduction for appropriate tax and national insurance liabilities. 9,217 - Number of LTIP shares acquired from 30 April 2019 grant after reduction for appropriate tax and national insurance liabilities.					
d)	Aggregated information  - Aggregated volume  - Price	N/A				
e)	Date of the transaction	31 March 2023				
f)	Place of the transaction	London Stock Exchange				

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a)	Name	Paul James
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Financial Officer/Director and PDMR
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Genuit Group plc
b)	LEI	2138005IF1N2RKJ6KO18
<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	Ordinary Shares of £0.001 each in the capital of Genuit Group plc

	instrument  Identification code	GB00BKRC5K31					
b)	Nature of the transaction	Acquisition of Shares for no consideration pursuant to the exercise of nil-cost options as follows: Deferred Share Bonus Plan ("DSBP") awards granted on 30 April 2019. DSBP award granted on 22 June 2020.					
c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>Nil</td><td>1,870 - Number of DSBP shares acquired from 30 April 2019 grant after reduction for appropriate tax and national insurance liabilities. 1,894 - Number of DSBP shares acquired from 30 April 2019 grant after reduction for appropriate tax and national insurance liabilities. 1,244 - Number of DSBP shares acquired from 22 June 2020 grant after reduction for appropriate tax and national insurance liabilities.</td></tr></table>		Price(s)	Volume(s)	Nil	1,870 - Number of DSBP shares acquired from 30 April 2019 grant after reduction for appropriate tax and national insurance liabilities. 1,894 - Number of DSBP shares acquired from 30 April 2019 grant after reduction for appropriate tax and national insurance liabilities. 1,244 - Number of DSBP shares acquired from 22 June 2020 grant after reduction for appropriate tax and national insurance liabilities.
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e)	Date of the transaction	31 March 2023					
f)	Place of the transaction	London Stock Exchange					

Enquiries:

Emma Versluys, Group Legal Counsel and Company Secretary

+44 (0) 1138 315 315

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