

6 April 2023

Ramsdens Holdings PLC
("Ramsdens" or the "Company")
Exercise of Options, Director/PDMR Shareholding and Total Voting Rights

Ramsdens, the diversified financial services provider and retailer, announces an exercise of employee options, including by Peter Kenyon, Chief Executive Officer and Martin Clyburn, Chief Financial Officer of the Company, and certain persons discharging managerial responsibilities ("PDMRs").

The original grant of options took place on 16 July 2019 pursuant to the Company's 2019 Long Term Incentive Plan (the "Options"), over a total of 225,000 ordinary shares in the capital of the Company (the "Ordinary Shares"). The LTIP Awards were subject to the achievement of performance targets with 50% of any award based on Earnings per Share growth and 50% of any award based on the delivery of Total Shareholder Return.

The vesting of these Options took place on 4 April 2023, however as not all the performance targets were fully met, only 73,425 Ordinary Shares of a maximum of 225,000 vested.

Peter Kenyon, CEO, has exercised his Option over 16,500 Ordinary Shares and Martin Clyburn, CFO, has exercised his Option over 8,250 Ordinary Shares, with other beneficiaries exercising their Options over a total of 47,025 Ordinary Shares.

Following the Option exercise, Peter Kenyon, Martin Clyburn and the other two PDMRs subsequently sold a total of 37,950 new Ordinary Shares. The number of Options exercised and Ordinary Shares subsequently sold, at an average price of £2.24 per Ordinary Share, by Peter Kenyon, Martin Clyburn and the PDMRs, together with their resultant total beneficial holdings of Ordinary Shares, is set out below.

Director / PDMR Role	LTIP Options Exercised	Number of shares Sold	Resultant Shareholding
Peter Kenyon, Chief Executive Officer	16,500	16,500	1,152,507
Martin Clyburn, Chief Financial Officer	8,250	8,250	209,375
Michael Johnson, Operations Director of trading subsidiary	8,250	8,250	538,840
Jason Carr, IT Director of trading subsidiary	4,950	4,950	126,250

Application has been made to the London Stock Exchange for the 71,775 Ordinary Shares to be admitted to trading on AIM ("Admission") and it is expected that Admission will become effective and trading will commence at 8.00 a.m. on 14 April 2023.

In accordance with the FCA's Disclosure Guidance and Transparency Rule 5.6.1, the Company confirms that, following Admission, its issued share capital will consist of 31,714,982 Ordinary Shares. The Company does not currently hold any Ordinary Shares in treasury. Therefore, the total number of voting rights in the Company is 31,714,982.

The above figure may be used by shareholders as the denominator for the calculation by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

For further information please contact:

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Enquiries:

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DEALING NOTIFICATION FORM FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED PERSONS

1.	Details of the person discharging managerial responsibilities/person closely associated
a)	Name: Peter Kenyon
2.	Reason for the notification

a)	Position/status: CEO				
b)	Initial notification/Amendment: Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer, or auction monitor				
a)	Name: Ramsdens Holdings PLC				
b)	LEI: 2138009OAUOROKMFPK95				
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 1p each. Identification code: GB00BDR6V192				
b)	Nature of the transaction: Exercise of options				
c)	<table border="1"> <thead> <tr> <th>Prices</th> <th>Volumes</th> </tr> </thead> <tbody> <tr> <td>1p</td> <td>16,500</td> </tr> </tbody> </table>	Prices	Volumes	1p	16,500
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d)	Aggregated information: Aggregated volume: 16,500 Aggregated average price: 1p				
e)	Date of the transaction: 5 April 2023				
f)	Place of the transaction: Outside a trading venue				

1.	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name: Peter Kenyon				
2.	Reason for the notification				
a)	Position/status: CEO				
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e)	Date of the transaction: 5 April 2023				
f)	Place of the transaction: London Stock Exchange				

1.	Details of the person discharging managerial responsibilities/person closely associated
a)	Name: Martin Clyburn
2.	Reason for the notification
a)	Position/status: CFO
b)	Initial notification/Amendment: Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer, or auction monitor
a)	Name: Ramsdens Holdings PLC

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a)	Name: Martin Clyburn				
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a)	Position/status: CFO				
b)	Initial notification/Amendment: Initial Notification				
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1.	Details of the person discharging managerial responsibilities/person closely associated
a)	Name: Michael Johnson
2.	Reason for the notification
a)	Position/status: Operations Director of trading subsidiary
b)	Initial notification/Amendment: Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer, or auction monitor
a)	Name: Ramsdens Holdings PLC
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a)	Name: Michael Johnson				
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b)	Initial notification/Amendment: Initial Notification				
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f)	Place of the transaction: London Stock Exchange				

1.	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name: Jason Carr				
2.	Reason for the notification				
a)	Position/status: IT Director of trading subsidiary				
b)	Initial notification/Amendment: Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer, or auction monitor				
a)	Name: Ramsdens Holdings PLC				
b)	LEI: 2138009OAUOROKMF95				
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	1p	4,950
d)	Aggregated information: Aggregated volume: 4,950 Aggregated average price: 1p	
e)	Date of the transaction: 5 April 2023	
f)	Place of the transaction: Outside a trading venue	

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name: Jason Carr	
2.	Reason for the notification	
a)	Position/status: IT Director of trading subsidiary	
b)	Initial notification/Amendment: Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer, or auction monitor	
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	223.8777p	4,950
d)	Aggregated information: Aggregated volume: 4,950 Aggregated average price: 223.8777p	
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