

14 April 2023

Franchise Brands plc
("Franchise Brands", the "Company" or the "Group")

Director/PDMR Notification

Franchise Brands plc (AIM: FRAN), an international multi-brand franchise business, has been advised of transfers of ordinary shares of 0.5 pence each in the Company ("Ordinary Shares") held by Stephen Hemsley, Executive Chairman, from his own name to his ISA, his wife's ISA and his SIPP. Following this, his total direct and indirect beneficial interest in Ordinary Shares remains unchanged at 22,179,844 Ordinary Shares, equivalent to 17.02% of the Company's current issued share capital. The tables below, which have been provided in accordance with the requirements of the UK Market Abuse Regulation, provide further details of the transactions.

Enquiries:

Franchise Brands plc **+44 (0) 162 550 7910**
Stephen Hemsley, Executive Chairman
Andrew Mallows, Interim Chief Financial Officer
Julia Choudhury, Corporate Development Director

Allenby Capital Limited (Nominated Adviser and Joint Broker) **+44 (0) 20 3328 5656**
Jeremy Porter / George Payne / Lauren Wright (Corporate Finance)
Amrit Nahal (Sales & Corporate Broking)

Dowgate Capital Limited (Joint Broker) **+44 (0) 20 3903 7715**
James Serjeant / Russell Cook / Nicholas Chambers

Stifel Nicolaus Europe Limited (Joint Broker) **+44 (0)20 7710 7688**
Matthew Blawat / Francis North

MHP Group (Financial PR) **+44 (0) 20 3128 8100**
Katie Hunt / Catherine Chapman **+44 (0) 7884 494112**
franchisebrands@mhpgroup.com

About Franchise Brands plc

Franchise Brands is an international, multi-brand franchisor focused on building market-leading businesses primarily via a franchise model. The Group currently has a combined network of 586 franchisees across six principal franchise brands in the UK, North America and Europe.

Franchise Brands' focus is on B2B van-based reactive and planned services. The Company owns several market-leading brands with a long trading history which benefit from the Group's central support services, in particular technology, marketing, management experience and other group resources. At the centre of Franchise Brands' business building strategy is helping its franchisees grow their businesses.

Franchise Brands employs 415 people from 5 principal offices in the UK, Orlando, Florida and the Netherlands.
For further information, visit www.franchisebrands.co.uk

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	Stephen Hemsley
2	Reason for the notification	
a)	Position/status	Executive Chairman
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Franchise Brands plc

b)	LEI	213800CFRX6CJ8LCKN37
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 Identification code	ordinary shares of 0.5p each in Franchise Brands plc Identification code (ISIN) for Franchise Brands plc ordinary shares: GB00BD6P7Y24
b)	Nature of the transaction	Sale of Ordinary Shares
c)	Price(s) and volume(s)	Price: 184p Volume: 742,688
d)	Aggregated information - Aggregated volume - Price	n/a
e)	Date of the transaction	13 April 2023
f)	Place of the transaction	London Stock Exchange - AIM

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Stephen Hemsley (SIPP)
2	Reason for the notification	
a)	Position/status	Executive Chairman
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Franchise Brands plc
b)	LEI	213800CFRX6CJ8LCKN37
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 Identification code	ordinary shares of 0.5p each in Franchise Brands plc Identification code (ISIN) for Franchise Brands plc ordinary shares: GB00BD6P7Y24
b)	Nature of the transaction	Purchase of Ordinary Shares
c)	Price(s) and volume(s)	Price: 184p Volume: 492,688

d)	Aggregated information - Aggregated volume - Price	n/a
e)	Date of the transaction	13 April 2023
f)	Place of the transaction	London Stock Exchange - AIM

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Sharon Hemsley (ISA)
2	Reason for the notification	
a)	Position/status	Person Closely Associated with Stephen Hemsley, Executive Chairman
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Franchise Brands plc
b)	LEI	213800CFRX6CJ8LCKN37
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 Identification code	ordinary shares of 0.5p each in Franchise Brands plc Identification code (ISIN) for Franchise Brands plc ordinary shares: GB00BD6P7Y24
b)	Nature of the transaction	Purchase of Ordinary Shares
c)	Price(s) and volume(s)	Price: 184p Volume: 150,000
d)	Aggregated information - Aggregated volume - Price	n/a
e)	Date of the transaction	13 April 2023
f)	Place of the transaction	London Stock Exchange - AIM

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Stephen Hemsley (ISA)
2	Reason for the notification	
a)	Position/status	Executive Chairman
b)	Initial notification	Initial notification

	/Amendment	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Franchise Brands plc
b)	LEI	213800CFRX6CJ8LCKN37
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 Identification code	ordinary shares of 0.5p each in Franchise Brands plc Identification code (ISIN) for Franchise Brands plc ordinary shares: GB00BD6P7Y24
b)	Nature of the transaction	Purchase of Ordinary Shares
c)	Price(s) and volume(s)	Price: 184p Volume: 100,000
d)	Aggregated information - Aggregated volume - Price	n/a
e)	Date of the transaction	13 April 2023
f)	Place of the transaction	London Stock Exchange - AIM

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHBBGDSIGBDGXS