

25 May 2023

Likewise Group plc

PDMR dealing

Likewise Group plc (AIM: LIKE) announces that the Company has been notified that on 4 April 2023, James Kellett, a PDMR in the Company, transferred 1,000,000 ordinary shares of 1p each in the Company ("Ordinary Shares") to his wife and closely associated person, Mrs Lucy Kellett, at a price of 20.5p.

On the same date, Mrs Lucy Kellett sold 150,000 Ordinary Shares at a price of 21.0p per Ordinary Share and on the same date re-purchased 91,500 shares into her ISA fund and 58,500 into her personal pension scheme, both at 21.0p per Ordinary Share.

Following the above transactions, Mr Kellett and his closely associated persons remain beneficially interested in 5,449,714 Ordinary Shares representing 2.23% of the total voting rights of the Company.

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: | James Kellett | | |
| 2 | Reason for the notification | | | |
| a) | Position/Status: | PDMR | | |
| b) | Initial Notification/Amendment: | Initial Notification | | |
| 3 | Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor | | | |
| a) | Name: | Likewise Group plc | | |
| b) | LEI: | 2138007L822RL2CXMV34 | | |
| 4. | Details of 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: | Ordinary shares of £0.01 | | |
| | Identification code: | ISIN: GB00BHNWH003 | | |
| b) | Nature of the transaction: | Transfer of 1,000,000 ordinary shares of 1p each in the Company ("Ordinary Shares") from James Kellett to his wife, Lucy Kellett. Sale and re-purchase of 150,000 Ordinary Shares, 91,500 by Lucy Kellett's ISA fund and 58,500 by her personal pension scheme. | | |
| c) | Price(s) and volume(s): | Transaction | Price(s) | Volume(s) |
| | | 1. Transfer from James Kellett to Lucy Kellett | 20.5p | 1,000,000 |
| | | 2. Lucy Kellett sale | 21.0p | 150,000 |
| | | 3. Lucy Kellett ISA fund purchase | 21.0p | 91,500 |

| | | | | |
|----|------------------------------|------------------------------------------------|-----------------|------------------|
| | | 4. Lucy Kellett personal pension fund purchase | 21.0p | 58,500 |
| d) | Aggregated volume: Price: | Transaction | Price(s) | Volume(s) |
| | | 1. Transfer | 20.5p | 1,000,000 |
| | | 2. Sale | 21.0p | 150,000 |
| | | 3. Purchase | 21.0p | 150,000 |
| e) | Date of the Transaction: | 4 April 2023 | | |
| f) | Place of the Transaction: | London Stock Exchange | | |

For further information, please contact:

Likewise Group plc

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