

1 June 2023

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

**Director/PDMR shareholding notification**

Franchise Brands (AIM: FRAN), an international multi-brand franchise business, has been advised that Jason Sayers, Managing Director, Filta International, has gifted 150,000 ordinary shares of 0.5 pence each in the Company ("Ordinary Shares") and therefore now has a total direct and indirect beneficial interest in 13,288,183 Ordinary Shares, equivalent to 6.86% of the Company's current issued share capital. The table below, which has been provided in accordance with the requirements of the UK Market Abuse Regulation, provides further details of the transaction.

**Enquiries:**

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**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 has a combined network of 650 franchisees across seven franchise brands in ten countries covering 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, including Metro Rod, Metro Plumb, Filta and Pirtek in Europe, all of 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: "if they grow, we grow".

Franchise Brands employs some 690 people across the Group.

For further information, visit [www.franchisebrands.co.uk](http://www.franchisebrands.co.uk)

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Jason Sayers
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Managing Director, Filta International
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	Franchise Brands plc
b)	LEI	213800CFRX6CJ8LCKN37
4	<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 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: 0p  Volume: 150,000
d)	Aggregated information  - Aggregated volume  - Price	n/a
e)	Date of the transaction	31 May 2023
f)	Place of the transaction	Outside a trading venue

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