

**Watches of Switzerland Group PLC**

**Notification of transactions by Directors, Persons Discharging Managerial Responsibilities ("PDMRs") and persons closely associated with them**

The following information is given in accordance with Article 19.3 of the Market Abuse Regulation and is made on behalf of Ian Carter a PDMR, in the Watches of Switzerland Group PLC under article 19.1 of the Market Abuse Regulation ('MAR').

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Ian Carter	
2	Reason for the notification		
a)	Position/status	Chair	
b)	Initial notification /Amendment	Initial	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Watches of Switzerland Group PLC	
b)	LEI	2138008ZOT5K9PJW7168	
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 GBP 0.0125 each	
	Identification code	ISIN: GB00BJDQQ870	
b)	Nature of the transaction	Purchase of shares	
c)	Price(s) and volume(s)		
		Price (pence)	Volume
		389	61
		388.8	178
		389	177
		389.2	257
		390	161
		389.2	152
		390	184
		389.8	126
		390	134
		389.4	548
		389.2	1
		389.4	223
		389.2	146
		391.4	138
		390.4	683
		390.2	229
		389.8	216
		390	121
		388.8	240
		388.6	226
		388.2	294
		387.8	412
		385.4	47
		385.8	183
		386	267
		384.4	384
		383	235
		382.8	149
		382	284
		383	135

		382.2	115
		382	18
		380.2	180
		380	196
		380.2	292
		379.2	150
		378.2	296
		379.2	149
		382	130
		382.2	158
		382.6	436
		382.2	239
		382.4	198
		382.2	3
		381	159
		381.2	231
		382.2	445
		382.4	191
		382	300
		380.8	213
		380.6	145
		380.2	238
		380.6	134
		379.4	183
		379.6	266
		379	23
		378.8	179
		378.6	301
		379.4	428
		378.8	176
		379.2	457
		379.4	288
		378.6	210
		378.4	152
		379.2	2
		379.4	174
		378.2	68
		378.4	94
		378	230
		377.8	186
		377.6	129
		377.8	266
		377.6	233
		377.8	279
		378	298
		377.8	206
		378	196
		377.8	196
		378.4	240
		377.8	236
		377.4	120
		378.2	26
		378.2	129
		377.8	307
		377.6	213
		378	158
		378.2	49
		377.2	294
		377	204
		378	166
		378.2	925
		377.6	227
		377.4	210
		377.6	305
		377.4	129
		377.8	229
		378	137
		377.8	442
		378	4

		377.2	251
		377	173
		378.2	169
		378.4	68
		378.2	236
		377.8	305
		378.2	660
		377.8	267
		378.4	368
		378.6	124
		377.8	221
		377.6	221
		378	877
		372.4	24,883
d)	Aggregated information		
	- Aggregated volume	50,000	
	- Price	£188,430	
e)	Date of the transaction	8 February 2024	
f)	Place of the transaction	XLON	

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