

27 March 2024

On the Beach Group plc
("Company")

PDMR Transaction

The Company announces that it has been notified that on 25 March 2024, Richard Pennycook, Chairman and Non-Executive Director of the Company, transferred 38,333 ordinary shares of 1 pence each in the Company ("Ordinary Shares") held by him to an individual savings account ("ISA") held in his name. This transfer was effected by the sale of 38,333 Ordinary Shares at a price of £1.56 per Ordinary Share and the repurchase of 38,333 Ordinary Shares at a price of £1.55 per Ordinary Share.

Following this transfer, the total number of Ordinary Shares held by Richard Pennycook and persons closely associated with him is unchanged and those parties are beneficially interested in 48,267 Ordinary Shares in the Company's issued share capital.

The Notification of Dealing Form required in accordance with UK MAR is set out below.

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Richard Pennycook	
2	Reason for the notification		
a)	Position/status	Chairman and Non-Executive Director of On the Beach Group plc	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	On the Beach Group plc	
b)	LEI	213800K51Y9BZY7F9R69	
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 1 pence each GB00BYM1K758	
b)	Nature of the transaction	1. Sale of Ordinary Shares 2. Purchase of Ordinary Shares	
c)	Price(s) & Volume(s)	Price	Volume
		1. Sale	£1.56
		2. Purchase	£1.55
d)	Aggregated information - Aggregated volume	N/A	

	- Price	
e)	Date of the transaction	25 March 2024
f)	Place of the transaction	London Stock Exchange

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

DSHFIFITVSIDFIS