

30 April 2024

Ramsdens Holdings PLC
("Ramsdens" or the "Company")
Exercise of Options, Director/PDMR Shareholding and Total Voting Rights

Ramsdens, the diversified financial services provider and retailer, announces an exercise of employee options and sale of new ordinary shares in the capital of the Company ("Ordinary Shares"), including by certain persons discharging managerial responsibilities ("PDMRs").

The original grant of options took place on 8 February 2021 pursuant to the Company's Long Term Incentive Plan (the "Options"), over a total of 455,000 Ordinary Shares. The LTIP Awards were subject to the achievement of performance targets with 50% of any award based on Earnings per Share growth and 50% of any award based on the delivery of Total Shareholder Return.

The vesting of these Options took place on 11 March 2024, however as not all the performance targets were fully met, only 341,250 Ordinary Shares of a maximum of 455,000 vested.

Beneficiaries have exercised their Options over a total of 180,000 Ordinary Shares. One beneficiary has also exercised their option over 1,650 Ordinary Shares from the Company's 2019 Long Term Incentive Plan. The total number of options exercised is therefore 181,650.

Following the exercise of Options, three PDMRs subsequently sold a total of 78,750 new Ordinary Shares. The number of Options exercised and Ordinary Shares subsequently sold, at an average price of £1.85 per Ordinary Share, by the PDMRs, together with their resultant total beneficial holdings of Ordinary Shares, is set out below.

Director / PDMR Role	LTIP Options Exercised	Number of shares Sold	Resultant Shareholding
Michael Johnson, Operations Director of trading subsidiary	45,000	45,000	538,840
Jason Carr, IT Director of trading subsidiary	15,000	15,000	126,250
Mark Smith, Finance Director of trading subsidiary	18,750	18,750	29,623

Application has been made to the London Stock Exchange for the 181,650 Ordinary Shares to be admitted to trading on AIM ("Admission") and it is expected that Admission will become effective and trading will commence at 8.00 a.m. on 7 May 2024.

In accordance with the FCA's Disclosure Guidance and Transparency Rule 5.6.1, the Company confirms that, following Admission, its issued share capital will consist of 31,896,632 Ordinary Shares. The Company does not currently hold any Ordinary Shares in treasury. Therefore, the total number of voting rights in the Company is 31,896,632.

The above figure may be used by shareholders as the denominator for the calculation by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

For further information please contact:

Enquiries:

Ramsdens Holdings PLC
Peter Kenyon, CEO
Martin Clyburn, CFO

Tel: +44 (0) 1642 579957

Liberum Capital Limited (Nominated Adviser)
Richard Crawley
Richard Lindley

Tel: +44 (0) 20 3100 2000

Hudson Sandler (Financial PR)
Alex Brennan
Emily Brooker

Tel: +44 (0) 20 7796 4133

DEALING NOTIFICATION FORM FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED PERSONS

1.	Details of the person discharging managerial responsibilities/person closely associated
a)	Name: Michael Johnson
2.	Reason for the notification
a)	Position/status: Operations Director of trading subsidiary
b)	Initial notification/Amendment: Initial Notification

3	Details of the issuer, emission allowance market participant, auction platform, auctioneer, or auction monitor					
a)	Name: Ramsdens Holdings PLC					
b)	LEI: 2138009OAUOROKMFPK95					
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 of 1p each. Identification code: GB00BDR6V192					
b)	Nature of the transaction: Exercise of options					
c)	<table border="1"> <thead> <tr> <th>Prices</th> <th>Volumes</th> </tr> </thead> <tbody> <tr> <td>1p</td> <td>45,000</td> </tr> </tbody> </table>	Prices	Volumes	1p	45,000	
Prices	Volumes					
1p	45,000					
d)	Aggregated information: Aggregated volume: 45,000 Aggregated average price: 1p					
e)	Date of the transaction: 30 April 2024					
f)	Place of the transaction: Outside a trading venue					

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name: Michael Johnson					
2.	Reason for the notification					
a)	Position/status: Operations Director of trading subsidiary					
b)	Initial notification/Amendment: Initial Notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer, or auction monitor					
a)	Name: Ramsdens Holdings PLC					
b)	LEI: 2138009OAUOROKMFPK95					
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 of 1p each. Identification code: GB00BDR6V192					
b)	Nature of the transaction: Sale of Ordinary Shares					
c)	<table border="1"> <thead> <tr> <th>Prices</th> <th>Volumes</th> </tr> </thead> <tbody> <tr> <td>185p</td> <td>45,000</td> </tr> </tbody> </table>	Prices	Volumes	185p	45,000	
Prices	Volumes					
185p	45,000					
d)	Aggregated information: Aggregated volume: 45,000 Aggregated average price: 185p					
e)	Date of the transaction: 30 April 2024					
f)	Place of the transaction: London Stock Exchange					

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name: Jason Carr	
2.	Reason for the notification	
a)	Position/status: IT Director of trading subsidiary	
b)	Initial notification/Amendment: Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer, or auction monitor	
a)	Name: Ramsdens Holdings PLC	
b)	LEI: 2138009OAUOROKMFPK95	
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 of 1p each. Identification code: GB00BDR6V192				
b)	Nature of the transaction: Exercise of options				
c)	<table border="1"> <thead> <tr> <th>Prices</th> <th>Volumes</th> </tr> </thead> <tbody> <tr> <td>1p</td> <td>15,000</td> </tr> </tbody> </table>	Prices	Volumes	1p	15,000
Prices	Volumes				
1p	15,000				
d)	Aggregated information: Aggregated volume: 15,000 Aggregated average price: 1p				
e)	Date of the transaction: 30 April 2024				
f)	Place of the transaction: Outside a trading venue				

1.	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name: Jason Carr				
2.	Reason for the notification				
a)	Position/status: IT Director of trading subsidiary				
b)	Initial notification/Amendment: Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer, or auction monitor				
a)	Name: Ramsdens Holdings PLC				
b)	LEI: 2138009OAUOROKMFPK95				
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 of 1p each. Identification code: GB00BDR6V192				
b)	Nature of the transaction: Sale of Ordinary Shares				
c)	<table border="1"> <thead> <tr> <th>Prices</th> <th>Volumes</th> </tr> </thead> <tbody> <tr> <td>185p</td> <td>15,000</td> </tr> </tbody> </table>	Prices	Volumes	185p	15,000
Prices	Volumes				
185p	15,000				
d)	Aggregated information: Aggregated volume: 15,000 Aggregated average price: 185p				
e)	Date of the transaction: 30 April 2024				
f)	Place of the transaction: London Stock Exchange				

1.	Details of the person discharging managerial responsibilities/person closely associated
a)	Name: Mark Smith
2.	Reason for the notification
a)	Position/status: Finance Director of trading subsidiary
b)	Initial notification/Amendment: Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer, or auction monitor
a)	Name: Ramsdens Holdings PLC
b)	LEI: 2138009OAUOROKMFPK95
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 of 1p each. Identification code: GB00BDR6V192
b)	Nature of the transaction:

d)	Nature of the transaction: Exercise of options				
c)	<table border="1"> <thead> <tr> <th>Prices</th> <th>Volumes</th> </tr> </thead> <tbody> <tr> <td>1p</td> <td>18,750</td> </tr> </tbody> </table>	Prices	Volumes	1p	18,750
Prices	Volumes				
1p	18,750				
d)	Aggregated information: Aggregated volume: 18,750 Aggregated average price: 1p				
e)	Date of the transaction: 30 April 2024				
f)	Place of the transaction: Outside a trading venue				

1.	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name: Mark Smith				
2.	Reason for the notification				
a)	Position/status: Finance Director of trading subsidiary				
b)	Initial notification/Amendment: Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer, or auction monitor				
a)	Name: Ramdens Holdings PLC				
b)	LEI: 2138009OAUOROKMFPK95				
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 of 1p each. Identification code: GB00BDR6V192				
b)	Nature of the transaction: Sale of Ordinary Shares				
c)	<table border="1"> <thead> <tr> <th>Prices</th> <th>Volumes</th> </tr> </thead> <tbody> <tr> <td>185p</td> <td>18,750</td> </tr> </tbody> </table>	Prices	Volumes	185p	18,750
Prices	Volumes				
185p	18,750				
d)	Aggregated information: Aggregated volume: 18,750 Aggregated average price: 185p				
e)	Date of the transaction: 30 April 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

DSHSDAFFSELSEIL