

22 May 2024

On the Beach Group plc
("Company")

PDMR Transaction

The Company announces that on 17 May 2024 it was notified of the following transactions by Adam Hansen, Chief Strategy Officer and his Persons Closely Associated in relation to ordinary shares of 1p each in the Company ("**Ordinary Shares**"):

| Name | Role | No. of shares | Price per share | Description of transaction |
|----------------|-------------------------------|---------------|-----------------|--|
| Adam Hansen | Chief Strategy Officer - PDMR | 28,600 | £1.358 | Sale of ordinary shares |
| Adam Hansen | Chief Strategy Officer - PDMR | 14,300 | £1.359 | Purchase of ordinary shares via an individual savings account (ISA) held in his name |
| Rebecca Hansen | PCA of Adam Hansen | 14,300 | £1.359 | Purchase of ordinary shares via an individual savings account (ISA) held in her name |

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 | Adam Hansen | |
| 2 | Reason for the notification | | |
| a) | Position/status | PDMR: Chief Strategy Officer 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 | £1.358 |
| | | 2. Purchase | £1.359 |
| d) | Aggregated information | N/A | |

| | | |
|----|--------------------------------|-----------------------|
| | - Aggregated volume - Price | |
| e) | Date of the transaction | 17 May 2024 |
| f) | Place of the transaction | London Stock Exchange |

| | | | | |
|----|---|---|--------|--------|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | |
| a) | Name | Rebecca Hansen | | |
| 2 | Reason for the notification | | | |
| a) | Position/status | PCA: Spouse of Adam Hansen (Chief Strategy Officer) | | |
| 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 | Purchase of Ordinary Shares | | |
| c) | Price(s) & Volume(s) | | Price | Volume |
| | | Purchase | £1.359 | 14,300 |
| d) | Aggregated information - Aggregated volume - Price | N/A | | |
| e) | Date of the transaction | 17 May 2024 | | |
| f) | Place of the transaction | London Stock Exchange | | |

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