

28 May 2024

Likewise Group plc

("Likewise", or the "Company")

Director Dealing

Likewise Group plc (AIM:LIKE), the fast growing UK floor coverings distributor, announces that it has been notified that, Chairman Paul Bassi, has disposed of 2,000,000 ordinary shares of 1 pence each in the Company ("Shares").

Following the disposal, Paul is beneficially interested in the voting capital of the Company as follows:

Shareholder	Role	Number of Shares disposed	Total Shares beneficially interested in	Percentage of voting rights
Paul Bassi	Chairman	2,000,000	3,000,000	1.2%

For further information, please contact:

Likewise Group plc

Tony Brewer, Chief Executive

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Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

In accordance with Article 19 of the UK Market Abuse Regulation, detailed information is set out below.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Paul Bassi
2	Reason for the notification	
a)	Position/Status:	Chairman
b)	Initial Notification/Amendment:	Initial Notification

3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor		
a)	Name:	Likewise Group plc	
b)	LEI:	2138007L822RL2CXMV34	
4.	Details of 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: Identification code:	Ordinary shares of £0.01 ISIN: GB00BHNWH003	
b)	Nature of the transaction:	Disposal of Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		15.9025 pence	2,000,000
d)	Aggregated volume: Price:	N/A - Single transaction	
e)	Date of the Transaction:	24 May 2024	
f)	Place of the Transaction:	London Stock Exchange	

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