

27 June 2024

**Likewise Group plc**  
**("Likewise" or the "Company")**  
**Grant of SAYE and PDMR Dealing**

Likewise Group plc (AIM:LIKE), the fast growing UK floor coverings distributor, announces that it has closed its 2024 Save As You Earn Scheme for all eligible employees.

Options were granted to 119 employees over a total of 8,162,615 ordinary shares of £0.01 each ("Ordinary Shares") in the share capital of the Company under its employee Save As You Earn ("SAYE") share option scheme in accordance with HMRC rules, of which 5,940,435 vest in three years' time and 2,222,180 vest in five years' time. The 2024 SAYE options have an exercise price, calculated in accordance with the rules of the SAYE scheme, of 12.4 pence.

Details of the grants to the Company's PDMRs who elected to subscribe for options in the 2024 SAYE scheme are shown below:

Director / PDMR	Role	Number of Ordinary Shares over which options granted
Tony Brewer	CEO	254,838
Ben Baker-Ashforth	Head of Financial Accounting and Reporting	149,596

**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.

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name:	Tony Brewer
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/Status:	Chief Executive Officer
b)	Initial Notification/Amendment:	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor</b>	

a)	Name:	Likewise Group plc	
b)	LEI:	2138007L822RL2CXMV34	
4.	<b>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.</b>		
a)	Description of the financial instrument:  Identification code:	Ordinary shares of £0.01  ISIN: GB00BHNWH003	
b)	Nature of the transaction:	Grant of option to acquire ordinary shares under the Company's SAYE scheme	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		12.4 pence	254,838
d)	Aggregated volume:  Price:	As above	
e)	Date of the Transaction:	26 June 2024	
f)	Place of the Transaction:	Outside a trading venue	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Ben Baker-Ashforth	
2	Reason for the notification		
a)	Position/Status:	PDMR	
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:	Grant of option to acquire ordinary shares under the Company's SAYE scheme	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		12.4 pence	149,596
d)	Aggregated volume:  Price:	As above	
e)	Date of the Transaction:	26 June 2024	
f)	Place of the Transaction:	Outside a trading venue	

ENDS

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