

For immediate release

27 June 2024



ALLIANCE PHARMA PLC
("Alliance" or the "Company")

Grant of Options to Directors

Alliance Pharma plc (AIM: APH), the international healthcare group, announces that the Board has issued options over 906,862 ordinary shares of 1 pence each in the Company, on the recommendation of the Company's Remuneration Committee, to Nick Sedgwick, pursuant to the Company's Long-Term Incentive Plan 2019.

The awards have been granted at nil-cost and become exercisable on 24 June 2027 subject always to continued employment and the satisfaction of performance conditions based on EPS, TSR and ROCE targets.

The notification below, made in accordance with the requirements of the UK Market Abuse Regulation, provides further detail.

Notification and public disclosure of transactions by person discharging managerial responsibilities.

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Mr Nick Sedgwick	
2	Reason for the notification		
a)	Position/status	Chief Executive Officer - PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Alliance Pharma plc	
b)	Legal Entity Identifier	N/A	
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 1.0 pence each	
	Identification code	ISIN: GB0031030819	
b)	Nature of the transaction	Grant of Options	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Exercise Price (p)	No. of share options
		Nil	906,862
e)	Aggregated information - Aggregated volume - Price - Aggregated total	Grant of 906,862 options to acquire ordinary shares of 1 pence each at nil-cost.	
f)	Date of the transaction	24 June 2024	
g)	Place of the transaction	Outside of trading venue	

For further information:

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About Alliance

Alliance Pharma plc (AIM: APH) is a growing consumer healthcare company. Our purpose is to empower people to make a positive difference to their health and wellbeing by making our trusted and proven brands available around the world.

We deliver organic growth through investing in our priority brands and channels, in related innovation, and through selective geographic expansion to increase the reach of our brands. Periodically, we may look to enhance our organic growth through selective, complementary acquisitions.

Headquartered in the UK, the Group employs around 285 people based in locations across Europe, North America, and the Asia Pacific region. By outsourcing our manufacturing and logistics we remain asset-light and focused on maximising the value we can bring, both to our stakeholders and to our brands. For more information on Alliance, please visit our website: www.alliancepharmaceuticals.com

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