

27 June 2024

**Cake Box Holdings plc**  
("Cake Box" or the "Company" or the "Group")

**Director Purchase of Shares**

Cake Box Holdings plc, the UK's largest retailer of fresh cream celebration cakes, announces that it has been notified that on 26 June 2024, Sukh Chamdal, Chief Executive Officer, purchased 50,000 ordinary shares in the Company ("Ordinary Shares") at a price of 174 pence per Ordinary Share (the "Purchase"). Following the Purchase, Sukh Chamdal is beneficially interested in 10,212,915 Ordinary Shares, representing approximately 25.5% of the Company's issued share capital.

Further details of the Purchase can be found in the Notification of Dealing Form below.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Sukh Chamdal
2	Reason for the notification	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Cake Box Holdings plc
b)	LEI	213800HZ61RLHNSM2698
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 in the Company
	Identification code	GB00BDZW751

b)	Nature of the transaction	Purchase of Ordinary Shares				
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume(s)</td></tr><tr><td>174 pence</td><td>50,000 Ordinary Shares</td></tr></table>	Price	Volume(s)	174 pence	50,000 Ordinary Shares
Price	Volume(s)					
174 pence	50,000 Ordinary Shares					
d)	Aggregated information	N/A				
e)	Date of the transactions	26 June 2024				
f)	Place of the transaction	London Stock Exchange, AIM				

**For further information, please contact:**

**Cake Box Holdings plc**  
Sukh Chamdal, CEO  
Michael Botha, CFO

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