

Shoe Zone plc
("Shoe Zone" or the "Company")

Directors' Dealing

Shoe Zone plc, (the "Company") the UK's largest value footwear retailer, today announces that Charles Smith, Chairman and Anthony Smith, a director of the Company's operating subsidiary, Shoe Zone Retail Limited, have completed certain transfers of their respective interests in shares in the Company (the "Transfers").

The Transfers do not result in any change in the beneficial interests in the Company of Charles Smith or Anthony Smith (and their persons closely associated with them) respectively. Following the Transfers, Charles Smith and Anthony Smith's aggregated shareholding in the Company remains at 26,860,251 ordinary shares of £0.01 each ("Ordinary Shares"), representing approximately 58.1 per cent. of the total voting rights of the Company.

Further details of the Transfers:

- Sheepy Magna Investments Limited, an investment company which Charles Smith owns equally with his spouse, Sian Smith, has transferred its entire shareholding of 11,933,694 Ordinary Shares (representing approximately 25.82 per cent. of the total voting rights of the Company) to Charles Smith and Sian Smith, as joint shareholders.
- Slawston Investments Limited, an investment company which Anthony Smith owns, equally with his spouse, Kate Smith, has transferred its entire shareholding of 14,926,557 Ordinary Shares (representing approximately 32.29 per cent. of the total voting rights of the Company) to Anthony Smith and Kate Smith, as joint shareholders.

Further details regarding the Transfers are set out in the disclosure table below.

For further information, please call:

Shoe Zone plc
Charles Smith (Chairman)
Terry Boot (FD)

Tel: +44 (0) 116 222 3000

Zeus (Nominated Adviser and Broker)
David Foreman, James Homigold, Ed Beddows (Investment Banking)
Dominic King (Corporate Broking)

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The below notification is made in accordance with the requirements of the EU Market Abuse Regulation.

1.	Details of the person discharging managerial responsibilities ("PDMR")/person closely associated			
a)	Name:		Charles Smith and Sian Smith	
	Reason for the notification			
a)	Position/status:		Chairman and PCA of Chairman	
b)	Initial notification/Amendment:		Initial Notification	
	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name:		Shoe Zone plc	
b)	LEI:		21380016X10WIRVRSI65	
	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 1p nominal value GB00BLTVCF91	
b)	Nature of the transaction:		Transfer	
c)	Price(s) and volume(s):		Price(s)	Volume(s)
			135p	11 933 694

d)	Aggregated information: •Aggregated volume: •Price:	Single transaction as in 4 c) above Average Price Volume(s) 135p 11,933,694
e)	Date of the transaction:	2 July 2024
f)	Place of the transaction:	Off-market

2.	Details of the person discharging managerial responsibilities ("PDMR")/person closely associated		
a)	Name:	Anthony Smith and Kate Smith	
	Reason for the notification		
a)	Position/status:	Director of operating subsidiary, Shoe Zone Retail Limited (PDMR) and PCA of a PDMR	
b)	Initial notification/Amendment:	Initial Notification	
	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	Shoe Zone plc	
b)	LEI:	21380016X1OWIRVRSI65	
	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 1p nominal value GB00BLTVCF91	
b)	Nature of the transaction:	Transfer	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		135p	14,926,557
d)	Aggregated information: •Aggregated volume: •Price:	Single transaction as in 4 c) above	
		Average Price	Volume(s)
		135p	14,926,557
e)	Date of the transaction:	2 July 2024	
f)	Place of the transaction:	Off-market	

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