

3 July 2024

Likewise Group plc
("Likewise", the "Company" or the "Group")
Exercise of SAYE Options, Director Dealing & Total Voting Rights

Likewise Group plc (AIM:LIKE), the fast growing UK floor coverings distributor, announces that the Company has issued 300,000 ordinary shares of £0.01 each ("**Ordinary Shares**") to satisfy the exercise of options under the Company's 2019 Save As You Earn ("**SAYE**") Scheme.

Exercise of SAYE Options

Options over a total of 300,000 Ordinary Shares have been exercised under the Likewise 2019 SAYE Scheme, at an exercise price of 10 pence each ("**SAYE Exercise**").

Application has been made for 300,000 Ordinary Shares to be admitted to trading on AIM ("**Admission**"), with dealings expected to commence at 8.00 a.m. on 8 July 2024.

Director Dealing

The 300,000 Ordinary Shares have been issued to Tony Brewer, Chief Executive Officer of the Company. Following this exercise and allotment, Tony has a beneficial interest in 27,793,941 Ordinary Shares, which is equivalent to 11.3% of the Total Voting Rights in the Company.

Total Voting Rights

Following Admission, the total number of voting rights in the Company will be 245,583,480. Shareholders may use this figure as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

For further information, please contact:

Likewise Group plc Tony Brewer, Chief Executive	Tel: +44 (0) 121 817 2900
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Novella Communications (Financial PR) Claire de Groot / Tim Robertson	Tel: +44 (0) 20 3151 7008

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Tony Brewer
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 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)
		£0.10 300,000
d)	Aggregated volume: Price:	As above
e)	Date of the Transaction:	1 July 2024
f)	Place of the Transaction:	London Stock Exchange

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