

8 July 2024

**FRANCHISE BRANDS PLC**  
("Franchise Brands", the "Group" or the "Company")

**Grant of Options**

Franchise Brands plc (AIM: FRAN), an international multi-brand franchise business, announces that the Company's Remuneration Committee has approved the grant of 351,288 share options over Ordinary Shares in the Company to Andrew Mallows, the Interim Chief Financial Officer. These options have an exercise price of 158p per share (being the closing mid-market price of an ordinary share on 5 July 2024) and are exercisable after three years for a period of seven years. The number of share options that vest and can be exercised is subject to certain performance criteria being met as follows:

- 1) as to 20 per cent. after reported fully diluted adjusted earnings per share ("EPS") achieves compound annual growth of 8 per cent. over each of the next three financial years;
- 2) as to 100 per cent. after reported fully diluted adjusted EPS achieves compound annual growth of 15 per cent. over each of the next three financial years; and
- 3) between 20 per cent. to 100 per cent. on a sliding scale basis dependent on EPS growth between the targets in 1) and 2) above.

The table below, which has been provided in accordance with the requirements of the UK Market Abuse Regulation, provides further details.

**Enquiries:**

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**About Franchise Brands plc**

Franchise Brands is an international, multi-brand franchisor focused on B2B van-based service with 7 franchise brands and a presence in 10 countries across the UK, North America and Europe. The Group is focused on building market-leading businesses primarily via a franchise model and has a combined network of over 625 franchisees.

The Company owns several market-leading brands with long trading histories, including Pirtek in Europe, Filta, Metro Rod and Metro Plumb, all of which benefit from the Group's central support services, particularly technology, marketing, and finance. At the heart of Franchise Brands' business-building strategy is helping its franchisees grow their businesses: "if they grow, we grow".

Franchise Brands employs c700 people across the Group.

For further information, visit [www.franchisebrands.co.uk](http://www.franchisebrands.co.uk)

1	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Andrew Mallows
2	<b>Reason for the notification</b>	
a)	Position/status	Interim Chief Financial Officer
b)	Initial notification /Amendment	Initial notification
3	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Franchise Brands PLC
b)	LEI	213800CFRX6CJ8LCKN37
4	<b>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</b>	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 0.5p each in Franchise Brands PLC Identification code (ISIN) for Franchise Brands PLC ordinary shares: GB00BD6P7Y24
b)	Nature of the transaction	Grant of options over Ordinary Shares of 0.5p each
c)	Price(s) and volume(s)	Exercise price: 158p per share Volume: 351,288
d)	Aggregated information - Aggregated volume - Price	n/a
e)	Date of the transaction	6 July 2024
f)	Place of the transaction	Outside of a trading venue

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