

9 July 2024

Likewise Group plc

("Likewise", or the "Company")

Director and PDMR Dealings

Likewise Group plc (AIM:LIKE), the fast growing UK floor coverings distributor, announces that it has been notified that, Chief Executive Tony Brewer and Non-Executive Director Andrew Simpson (together the "**PDMRs**"), have reinvested their dividends in an aggregate of 384,067 ordinary shares of 1 pence each in the Company ("**Shares**").

Following the purchases, the PDMRs are beneficially interested in the voting capital of the Company as follows:

Shareholder	Role	Number of Shares purchased	Total Shares beneficially interested in	Percentage of voting rights
Tony Brewer	Chief Executive	296,817	28,090,758	11.4%
Andrew Simpson	Non-Executive Director	87,250	19,907,135	8.1%

For further information, please contact:

Likewise Group plc Tony Brewer, Chief Executive	Tel: +44 (0) 121 817 2900
Zeus (Nominated Adviser and Joint Broker) Jordan Warburton / David Foreman / James Edis (Investment Banking) Dominic King (Corporate Broking)	Tel: +44 (0) 20 3829 5000
WH Ireland (Joint Broker) Hugh Morgan / Antonio Bossi (Corporate Finance) Fraser Marshall / Harry Ansell (Corporate Broking)	Tel: +44 (0) 20 7220 1666
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Novella Communications (Financial PR) Claire de Groot / Tim Robertson	Tel: +44 (0) 20 3151 7008

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

In accordance with Article 19 of the UK Market Abuse Regulation, detailed information is set out below.

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:	Purchase of Shares
c)	Price(s) and volume(s):	Price(s)
		£0.1500
c)	Price(s) and volume(s):	Volume(s)
		296,817
d)	Aggregated volume: Price:	As above
e)	Date of the Transaction:	8 July 2024
f)	Place of the Transaction:	London Stock Exchange

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Andrew Simpson
2	Reason for the notification	
a)	Position/Status:	Non-Executive Director
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:	Purchase of Shares
c)	Price(s) and volume(s):	Price(s)
		£0.1475
c)	Price(s) and volume(s):	Volume(s)
		87,250
d)	Aggregated volume: Price:	As above
e)	Date of the Transaction:	5 July 2024
f)	Place of the Transaction:	London Stock Exchange

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