

11 July 2024

**Likewise Group plc**

("Likewise", or the "Company")

**PDMR Dealing**

Likewise Group plc (AIM:LIKE), the fast growing UK floor coverings distributor, announces that it has been notified that, Mainstream Residential Director Adrian Laffey, has reinvested his dividends in an aggregate of 51,718 ordinary shares of 1 pence each in the Company ("**Shares**").

Following the purchases, Adrian is beneficially interested in the voting capital of the Company as follows:

<b>Shareholder</b>	<b>Role</b>	<b>Number of Shares purchased</b>	<b>Total Shares beneficially interested in</b>	<b>Percentage of voting rights</b>
Adrian Laffey	Mainstream Residential Director	51,718	6,966,364	2.84%

**For further information, please contact:**

**Likewise Group plc**

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**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.

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name:	Adrian Laffey
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/Status:	Mainstream Residential Director
b)	Initial Notification/Amendment:	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor</b>	
a)	Name:	Likewise Group plc

b)	LEI:	2138007L822RL2CXMV34	
4.	<b>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.</b>		
a)	Description of the financial instrument:	Ordinary shares of £0.01	
	Identification code:	ISIN: GB00BHNWH003	
b)	Nature of the transaction:	Purchase of Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£0.15	51,718
d)	Aggregated volume:	As above	
	Price:		
e)	Date of the Transaction:	10 July 2024	
f)	Place of the Transaction:	London Stock Exchange	

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