

12 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 purchased an aggregate of 63,286 ordinary shares of 1 pence each in the Company ("**Shares**"). The Shares were purchased through the Company's Dividend Reinvestment Plan.

Following the purchases, Adrian is 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
Adrian Laffey	Mainstream Residential Director	63,286	7,029,650	2.86%

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.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Adrian Laffey
2	Reason for the notification	
a)	Position/Status:	Mainstream Residential 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)	Volume(s)
		£0.149	63,286
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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