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| 1. | Details of the person discharging managerial responsibilities / person closely associated | |
| a) | Name | Kirsteen Vickerstaff |
| 2. | Reason for the notification | |
| a) | Position/status | General Counsel and Company Secretary |
| b) | Initial notification /Amendment | Initial notification |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | On The Beach Group plc |
| b) | LEI | 213800K51Y9BZY7F9R69 |
| 4. | 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 | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of £0.01 each in On The Beach Group plc Identification code for On The Beach Group plc ordinary shares: GB00BYM1K758 |
| b) | Nature of the transaction | Purchase of ordinary shares under the Company's share incentive plan ("SIP"). |
| c) | Price(s) and volume(s) | Price(s): 143.15p Volume(s): 70 |
| d) | Aggregated Information Aggregated volume Prices | N/A |
| e) | Date of the transaction | 22/07/2024 |
| f) | Place of the transaction | London Stock Exchange |

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| 1. | Details of the person discharging managerial responsibilities / person closely associated | |
| a) | Name | Adam Hansen |
| 2. | Reason for the notification | |
| a) | Position/status | Chief Strategy Officer |
| b) | Initial notification /Amendment | Initial notification |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | On The Beach Group plc |
| b) | LEI | 213800K51Y9BZY7F9R69 |
| 4. | 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 | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of £0.01 each in On The Beach Group plc Identification code for On The Beach Group plc ordinary shares: GB00BYM1K758 |
| b) | Nature of the transaction | Purchase of ordinary shares under the Company's share incentive plan ("SIP"). |

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| c) | Price(s) and volume(s) | Price(s): 143.15p Volume(s): 105 |
| d) | Aggregated Information Aggregated volume Prices | N/A |
| e) | Date of the transaction | 22/07/2024 |
| f) | Place of the transaction | London Stock Exchange |

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| 1. | Details of the person discharging managerial responsibilities / person closely associated | |
| a) | Name | Jennie Cronin |
| 2. | Reason for the notification | |
| a) | Position/status | Chief People Officer |
| b) | Initial notification /Amendment | Initial notification |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | On The Beach Group plc |
| b) | LEI | 213800K51Y9BZY7F9R69 |
| 4. | 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 | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of £0.01 each in On The Beach Group plc Identification code for On The Beach Group plc ordinary shares: GB00BYM1K758 |
| b) | Nature of the transaction | Purchase of ordinary shares under the Company's share incentive plan ("SIP"). |
| c) | Price(s) and volume(s) | Price(s): 143.15p Volume(s): 42 |
| d) | Aggregated Information Aggregated volume Prices | N/A |
| e) | Date of the transaction | 22/07/2024 |
| f) | Place of the transaction | London Stock Exchange |

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