

25 July 2024

Creightons Plc (the "Company" or "the Group")

PDMR/Directors' dealings

Creightons Plc (the "Company" or "Creightons") brand owners and manufacturers of personal care, beauty, and fragrance products, announces that 10,750,000 ordinary 1p shares in the Company have been disposed of by Oratorio Developments Limited, a company that is controlled by director William McIlroy on 24 July 2024 at an average price of 26.0pence per share. The Company is pleased to announce the shares were placed with a number of new and existing institutional shareholders.

After this transaction, Mr McIlroy's shareholding in the Company is 5,469,275 ordinary shares of 1p, representing 7.99% of the Company's Total Voting Rights.

Market Abuse Regulation

This announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR"), and is disclosed in accordance with the Company's obligations under Article 17 of MAR.

Contacts

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The notification below, made in accordance with the requirements of the EU Market Abuse Regulation, provides further detail in respect of the Director disposing of ordinary shares as described above.

William McIlroy

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Oratorio Developments Limited, a company controlled by William McIlroy, Director
2	Reason for notification	
a)	Position / status	Company controlled by Director
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Creightons plc
b)	LEI	213800WROWAJUBGSAJ57
4	Details of the transaction(s): section to be repeated for (i) each type of instrument	

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	Ordinary shares of 1 pence each in Creightons plc				
	Identification code	ISIN GB0002341666				
	Nature of the transaction	Disposal of 1p ordinary shares				
c)	Price(s) and volumes(s)	<table><tr><td>Price(s)</td><td>Volumes(s)</td></tr><tr><td>Sale at average price of 26.0 pence per ordinary share</td><td>10,750,000</td></tr></table>	Price(s)	Volumes(s)	Sale at average price of 26.0 pence per ordinary share	10,750,000
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d)	Aggregated information	n/a				
e)	Date of the transaction	24 July 2024				
f)	Place of the transaction	London				

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