

30 July 2024

Franchise Brands plc
("Franchise Brands", the "Company" or the "Group")

Director/PDMR shareholding

Franchise Brands plc (AIM: FRAN), an international multi-brand franchise business, announces that Peter Kear, the Company's Senior Independent Non-executive Director, yesterday purchased 57,500 ordinary shares of 0.5p each ("Shares") in the capital of the Company.

His total interest in Franchise Brands now amounts to 82,500 Shares, equivalent to 0.043 per cent. of the Company's issued share capital.

The information required to be disclosed under the Market Abuse Regulation (as assimilated into English law) is appended to this announcement.

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About Franchise Brands plc

Franchise Brands is an international, multi-brand franchisor focused on B2B van-based service with 7 franchise brands and a presence in 10 countries across the UK, North America and Europe. The Group is focused on building market-leading businesses primarily via a franchise model and has a combined network of over 625 franchisees.

The Company owns several market-leading brands with long trading histories, including Pirtek in Europe, Filta, Metro Rod and Metro Plumb, all of which benefit from the Group's central support services, particularly technology, marketing, and finance. At the heart of Franchise Brands' business-building strategy is helping its franchisees grow their businesses: "if they grow, we grow".

Franchise Brands employs c700 people across the Group.

For further information, visit www.franchisebrands.co.uk.

Appendix - information required to be disclosed under UK MAR

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Peter Kear
2	Reason for the notification	
a)	Position/status	Senior Independent Non-executive Director
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Franchise Brands PLC
b)	LEI	213800CFRX6CJ8LCKN37
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 0.5p each in Franchise Brands PLC ISIN: GB00BD6P7Y24

b)	Nature of the transaction	Purchase of Ordinary Shares of 0.5p each
c)	Price(s) and volume(s)	Price paid: 174p per share Volume: 57,500
d)	Aggregated information - Aggregated volume - Price	n/a
e)	Date of the transaction	29 July 2024
f)	Place of the transaction	London Stock Exchange (XLON)

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