

31 July 2024

Cake Box Holdings plc
("Cake Box" or the "Company" or the "Group")

Grant of LTIP Awards

Further to the Directors' Remuneration Report contained in the Company's 2024 Annual Report and Accounts published on 4 July 2024, the Board of Cake Box has approved the grant of a total of 374,286 performance shares ("LTIP Awards") to the following persons discharging management responsibility ("PDMRs") under the Company's 2019 Long Term Incentive Plan.

Name of Director	Role	Number of LTIP Awards	Exercise price	Total value of LTIP Awards
Sukh Ram Chamdal	CEO	148,571	£0.01	£260,000
Michael Botha	CFO	134,286	£0.01	£235,000
Jaswir Singh	CCO	91,429	£0.01	£160,000

The LTIP Awards vest three years from the date of grant on a sliding scale subject to the EPS performance condition set out in the paragraph below. There is a minimum holding period of two years post vesting and the awards are subject to malus and clawback provisions.

25% of the LTIP Award vests if an undiluted EPS of 16.15p is achieved in the third financial year starting from the financial year in which the date of grant occurs. An additional 0.1% of the LTIP Award vests for every 0.0033p achieved above an undiluted EPS of 16.15p, up to a maximum of 100% of the LTIP Award granted if an aggregate EPS of 18.65p is achieved in the third financial year starting from the financial year in which the date of grant occurs in.

Further detail is set out in the PDMR disclosure table below.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Sukh Chamdal
2	Reason for the notification	
a)	Position/status	Director
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Cake Box Holdings plc
b)	LEI	213800HZ61RLHNSM2698
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	Options over Ordinary Shares in the Company GB00BDZWB751	
b)	Nature of the transaction	LTIP Awards - Options over Ordinary Shares in the Company	
c)	Price(s) and volume(s)	Exercise Price	Volume(s)
		1 pence	148,571 Options
d)	Aggregated information	N/A (single transactions)	
e)	Date of the transactions	30 July 2024	
f)	Place of the transaction	London Stock Exchange, AIM	

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Michael Botha
2	Reason for the notification	
a)	Position/status	Director
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Cake Box Holdings plc
b)	LEI	213800HZ61RLHNSM2698
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	LTIP Awards - Options over Ordinary Shares in the Company

	Identification code	GB00BDZWB751	
b)	Nature of the transaction	Grant of LTIP Awards	
c)	Price(s) and volume(s)	Exercise Price	Volume(s)
		1 pence	134,286 Options
d)	Aggregated information	N/A (single transactions)	
e)	Date of the transactions	30 July 2024	
f)	Place of the transaction	London Stock Exchange, AIM	

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Dr Jaswir Singh
2	Reason for the notification	
a)	Position/status	Director
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Cake Box Holdings plc
b)	LEI	213800HZ61RLHNSM2698
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	LTIP Awards - Options over Ordinary Shares in the

a)	Description of the financial instrument, type of instrument Identification code	LTIP Awards - Options over Ordinary Shares in the Company GB00BDZWB751	
b)	Nature of the transaction	Grant of LTIP Awards	
c)	Price(s) and volume(s)	Price	Volume(s)
		1 pence	91,429 Ordinary Shares
d)	Aggregated information	N/A (single transactions)	
e)	Date of the transactions	30 July 2024	
f)	Place of the transaction	London Stock Exchange, AIM	

For further information, please contact:

Cake Box Holdings plc

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