

7 August 2024

THE PROPERTY FRANCHISE GROUP PLC
("TPFG", the "Company" or the "Group")

Issue of Equity & PDMR Shareholdings

The Property Franchise Group PLC, the UK's largest multi-brand property franchisor announces the issuance of 1,423,500 new ordinary shares of 1p each ("**Ordinary Shares**") pursuant to the exercise of options by a number of employees, including two executive directors. These options were exercised pursuant to the Company's Share Option Schemes issued in 2021 and recognise the full achievement of the targets set.

Gareth Samples has sold 329,000 Ordinary Shares to the Company's employee benefit trust ("**EBT**") and David Raggett has sold 188,000 Ordinary Shares to the EBT in order to meet certain PAYE tax liabilities arising upon exercise of the options.

The PDMRs who exercised options were as follows:

PDMR	Role	Number of Ordinary Shares acquired following exercise of options	Exercise price per Share (Share Option Schemes)	Number of Ordinary Shares sold to EBT	Resultant holding in Company (shares)	Resultant percentage of enlarged issued share capital
Gareth Samples	Chief Executive Officer	700,000	1p	329,000	513,070	0.80%
David Raggett	Chief Financial Officer	400,000	1p	188,000	660,677	1.04%

An application has been made for the 1,423,500 Ordinary Shares to be admitted to trading on AIM ("**Admission**"). It is expected that Admission will occur on 9 August 2024.

Following Admission, the Company will have 63,752,008 Ordinary Shares in issue admitted to trading on AIM. This figure may be used by shareholders as the denominator by which they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

Further information is provided below in accordance with Article 19(3) of the EU Market Abuse Regulation No 596/2014:

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Gareth Samples
2	Reason for the notification	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	The Property Franchise Group plc
b)	LEI	2138008J5PTJ8C77I535
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 1 penny each ISIN: GB00BH0WFH67							
b)	Nature of the transaction	(i) Exercise of options (ii) Sale of ordinary shares							
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>(i) 1p</td><td>(i) 700,000</td></tr><tr><td>(ii) 454p</td><td>(ii) 329,000</td></tr></table>		Price(s)	Volume(s)	(i) 1p	(i) 700,000	(ii) 454p	(ii) 329,000
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(ii) 454p	(ii) 329,000								
d)	Aggregated information - Aggregated volume - Price	N/A (single transaction)							
e)	Date of the transaction	7 August 2024							
f)	Place of the transaction	Outside a trading venue							

1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	David Raggett		
2	Reason for the notification			
a)	Position/status	Chief Financial Officer		
b)	Initial notification /Amendment	Initial		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	The Property Franchise Group plc		
b)	LEI	2138008J5PTJ8C77I535		
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For further information, please contact:

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About The Property Franchise Group PLC:

The Property Franchise Group PLC (AIM: TPFG) is the UK's largest multi-brand property franchisor, with a network of over 1,900 outlets delivering high quality services to residential clients, combined with an established Financial Services business.

The Company was founded in 1986 and has since strategically grown to a diverse portfolio of 18 brands operating throughout the UK, comprising longstanding high-street focused brands and two hybrid brands. The Property Franchise Group is also a member of two leading mortgage networks through its mortgage brokers, Brook Financial (MAB) and The Mortgage Genie (Primis).

TPFG's brands are: Belvoir, CJ Hole, Country Properties, Ellis & Co, EweMove, Fine & Country, Hunters, Lovelle, Martin & Co, Mr and Mrs Clarke, Mullucks, Newton Fallowell, Nicholas Humphreys, Northwood, Parkers, The Guild of Property Professionals and Whitegates.

Headquartered in Bournemouth, the Company was listed on AIM on the London Stock Exchange in 2013 and entered the AIM 100 in July 2024.

More information is available at www.propertyfranchise.co.uk

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