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| 1. | <b>Details of the person discharging managerial responsibilities / person closely associated</b>   |   |
| a) | Name   | Kirsteen Vickerstaff  |
| 2. | <b>Reason for the notification</b>   |   |
| a) | Position/status  | General Counsel and Company Secretary   |
| b) | Initial notification /Amendment  | Initial notification  |
| 3. | <b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>   |   |
| a) | Name   | On The Beach Group plc  |
| b) | LEI  | 213800K51Y9BZY7F9R69  |
| 4. | <b>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</b> |   |
| a) | Description of the financial instrument, type of instrument<br>Identification code   | Ordinary shares of £0.01 each in On The Beach Group plc<br><br>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): 150.10p                      Volume(s): 67  |
| d) | Aggregated Information<br><br>Aggregated volume<br><br>Prices  | N/A   |
| e) | Date of the transaction  | 20/08/2024  |
| f) | Place of the transaction   | London Stock Exchange   |

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| 1. | <b>Details of the person discharging managerial responsibilities / person closely associated</b>   |   |
| a) | Name   | Adam Hansen   |
| 2. | <b>Reason for the notification</b>   |   |
| a) | Position/status  | Chief Strategy Officer  |
| b) | Initial notification /Amendment  | Initial notification  |
| 3. | <b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>   |   |
| a) | Name   | On The Beach Group plc  |
| b) | LEI  | 213800K51Y9BZY7F9R69  |
| 4. | <b>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</b> |   |
| a) | Description of the financial instrument, type of instrument<br>Identification code   | Ordinary shares of £0.01 each in On The Beach Group plc<br><br>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): 150.10p                      Volume(s): 100 |
| d) | Aggregated Information<br><br>Aggregated volume<br><br>Prices | N/A   |
| e) | Date of the transaction                                       | 20/08/2024  |
| f) | Place of the transaction                                      | London Stock Exchange                                 |

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| 1. | <b>Details of the person discharging managerial responsibilities / person closely associated</b>   |   |
| a) | Name   | Jennie Cronin   |
| 2. | <b>Reason for the notification</b>   |   |
| a) | Position/status  | Chief People Officer  |
| b) | Initial notification /Amendment  | Initial notification  |
| 3. | <b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>   |   |
| a) | Name   | On The Beach Group plc  |
| b) | LEI  | 213800K51Y9BZY7F9R69  |
| 4. | <b>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</b> |   |
| a) | Description of the financial instrument, type of instrument<br>Identification code   | Ordinary shares of £0.01 each in On The Beach Group plc<br><br>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): 150.10p                      Volume(s): 40  |
| d) | Aggregated Information<br><br>Aggregated volume<br><br>Prices  | N/A   |
| e) | Date of the transaction  | 20/08/2024  |
| f) | Place of the transaction   | London Stock Exchange   |

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