

5 September 2024

**On the Beach Group plc**  
("Company")

**PDMR Transaction**

The Company announces that it has been notified that on 4 September 2024 Adam Hansen, Chief Strategy Officer, transferred 16,104 ordinary shares of 1 pence each in the Company ("**Ordinary Shares**") held by him to an individual savings account ("**ISA**") held in his name. This transfer was effected by the sale of 16,104 Ordinary Shares at a price of £1.496 per Ordinary Share and the repurchase of 16,104 Ordinary Shares at a price of £1.498 per Ordinary Share.

The Notification of Dealing Form required in accordance with UK MAR is set out below.

| 1           | Details of the person discharging managerial responsibilities / person closely associated   |   |  |       |        |         |        |        |             |        |        |
|-------------|---|---|--|-------|--------|---------|--------|--------|-------------|--------|--------|
| a)          | Name  | Adam Hansen   |  |       |        |         |        |        |             |        |        |
| 2           | Reason for the notification   |   |  |       |        |         |        |        |             |        |        |
| a)          | Position/status   | Chief Strategy Officer of On the Beach Group plc  |  |       |        |         |        |        |             |        |        |
| b)          | Initial notification /Amendment   | Initial Notification  |  |       |        |         |        |        |             |        |        |
| 3           | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor   |   |  |       |        |         |        |        |             |        |        |
| a)          | Name  | On the Beach Group plc  |  |       |        |         |        |        |             |        |        |
| b)          | LEI   | 213800K51Y9BZY7F9R69  |  |       |        |         |        |        |             |        |        |
| 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<br><br>Identification code  | Ordinary shares of 1 pence each<br><br>GB00BYM1K758   |  |       |        |         |        |        |             |        |        |
| b)          | Nature of the transaction   | 1. Sale of Ordinary Shares<br><br>2. Purchase of Ordinary Shares  |  |       |        |         |        |        |             |        |        |
| c)          | Price(s) & Volume(s)  | <table border="1"> <thead> <tr> <th></th> <th>Price</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>1. Sale</td> <td>£1.496</td> <td>16,104</td> </tr> <tr> <td>2. Purchase</td> <td>£1.498</td> <td>16,104</td> </tr> </tbody> </table> |  | Price | Volume | 1. Sale | £1.496 | 16,104 | 2. Purchase | £1.498 | 16,104 |
|             | Price   | Volume  |  |       |        |         |        |        |             |        |        |
| 1. Sale     | £1.496  | 16,104  |  |       |        |         |        |        |             |        |        |
| 2. Purchase | £1.498  | 16,104  |  |       |        |         |        |        |             |        |        |
| d)          | Aggregated information<br>- Aggregated volume<br>- Price  | N/A   |  |       |        |         |        |        |             |        |        |
| e)          | Date of the transaction   | 4 September 2024  |  |       |        |         |        |        |             |        |        |
| f)          | Place of the transaction  | London Stock Exchange   |  |       |        |         |        |        |             |        |        |

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