

10 September 2024

Totally plc

("Totally", "the Company" or "the Group")

Director / PDMR Shareholding

Totally plc (AIM: TLY), a leading provider of frontline healthcare services, corporate fitness and wellbeing services across the UK and Ireland, announces that on Friday, Laurence Goldberg, Chief Financial Officer of Totally, purchased 96,512 ordinary shares of 10 pence each in the Company ("**Ordinary Shares**").

Following this purchase Laurence Goldberg has a total beneficial interest in 96,512 Ordinary Shares equivalent to 0.05% per cent. of the Company's issued share capital.

The notification below, which has been made in accordance with the requirements of the UK Market Abuse Regulation, provide further detail.

For further information please contact:

Totally plc	020 3866 3330
Wendy Lawrence, Chief Executive Officer	
Holly Smart, Director of Communications and Marketing	
Canaccord Genuity Limited (Nominated Adviser & Corporate Broker)	020 7523 8000
Bobbie Hilliam / Harry Rees	

Notes to editors

About Totally

Totally is a leading provider of healthcare and wellbeing services across the UK and Ireland, working in partnership with the NHS, other healthcare providers and corporate customers to help address the challenges of increased demand for healthcare services.

Totally helps healthcare commissioners and hospitals ensure patients can access the most appropriate care quickly and efficiently by delivering quality urgent care services, such as NHS 111 and urgent treatment centres, elective care services including insourcing, outsourcing and elective care delivered via 'Any Qualified provider', as well as community dermatology clinics; and therapy servicing including first contact practitioner and a full physiotherapy and podiatry offering. Our corporate customer services also play a role in reducing reliance on healthcare by promoting healthy lifestyles and physical and mental health.

Healthcare services

Urgent Care: Totally's urgent care services are delivered under the Totally Urgent Care brand, by Vocare and Greenbrook Healthcare. Both businesses have a strong heritage and have been delivering quality urgent care services including NHS 111, GP Out of Hours and Urgent Treatment centres on behalf of the NHS for more than 25 years and 15 years respectively.

Elective care: Totally's elective care services are delivered by Pioneer Healthcare, About Health and Premier Physical Healthcare.

- Pioneer Healthcare was established in 2007 and delivers a wide range of acute services to NHS patients, in partnership with independent healthcare sector private hospitals across England, to help the NHS reduce waiting

partnership with independent healthcare sector private hospitals across England, to help the NHS reduce waiting lists whilst maintaining patient care and quality. Pioneer offer services through insourcing and outsourcing agreements and through its Any Qualified Provider status.

- About Health has been delivering community-based specialist care with a focus on delivering prompt assessment and treatment across the country since 2008.
- Premier Physical Healthcare was established in 2007 and provides physiotherapy and podiatry services to NHS patients, often within a community GP practice, and to the prison service.

Corporate Wellbeing Services

Energy Fitness Professionals ("EFP"): EFP is a corporate fitness provider established in 1990 to address a gap in the market for workplace fitness, which has grown to offer a range of services covering workplace wellbeing. EFP manages 62 gyms on behalf of its corporate customers, with more than 13,000 members.

For more information visit www.totallyplc.com

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Laurence Goldberg					
2	Reason for the notification						
a)	Position/status	Chief Financial Officer					
b)	Initial notification /Amendment	Initial notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Totally plc					
b)	LEI	213800C2NOWOH14F5J30					
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 10p each in Totally plc ISIN: GB00BYM1JJ00					
b)	Nature of the transaction	Purchase of ordinary shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>10.35 pence</td><td>96,512 shares</td></tr></table>	Price(s)	Volume(s)	10.35 pence	96,512 shares	
Price(s)	Volume(s)						
10.35 pence	96,512 shares						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of the transaction	6 September 2024					
f)	Place of the transaction	London Stock Exchange - AIM					

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