

Hollywood Bowl Group plc (the "Company")

Notification of Transactions of Directors/Persons Discharging Managerial Responsibility ("PDMR")

The Company provides notification of the following transactions, effected on 17 September 2024, relating to the PDMRs named below and in respect of ordinary shares of 1 pence each in the capital of the Company ("Shares").

The transactions arise in respect of the exercise of nil-cost options granted on 22 July 2021 under the Hollywood Bowl Group plc Long-Term Incentive Plan, and the subsequent sale of Shares to cover the tax and national insurance liability, and dealing costs, arising.

PDMR and Position	LTIP Grant Date	Options exercised (including dividend equivalents)	Number of Shares sold to cover tax/NI and dealing costs	Number of Shares retained
Stephen Burns, Chief Executive Officer	22/07/2021	182,618	86,262	96,356
Laurence Keen, Chief Financial Officer	22/07/2021	118,582	56,014	62,568
Melanie Dickinson, Chief People Officer	22/07/2021	64,034	30,248	33,786
Mat Hart, Chief Marketing and Technology Officer	22/07/2021	75,892	35,849	40,043
Darryl Lewis, Chief Operating Officer	22/07/2021	58,128	27,458	30,670

Following the exercise of the nil-cost options and subsequent sale of the Shares, the PDMRs hold the following shares:

Director/PDMR	Number of Shares held
Stephen Burns	3,105,709
Laurence Keen	1,323,322
Melanie Dickinson	440,276
Mat Hart	752,171
Darryl Lewis	266,365

A total of 499,254 Shares have been issued pursuant to an existing block listing in order to satisfy the exercise of the nil-cost options, and will rank pari passu with existing Shares.

Following the issue of these Shares, the total number of voting rights in the Company is 172,083,853. This figure may be used by shareholders as the denominator for the calculations by which they may determine if they are required to notify their interest in, or a change to their interest in, the Company under the Financial Conduct Authority's Disclosure Guidance and Transparency Rules.

The notification below, made in accordance with Article 19 of the UK Market Abuse Regulation, provide further detail.

Enquiries

Hollywood Bowl Group
Steve Burns, Chief Executive Officer
Laurence Keen, Chief Financial Officer
Mat Hart, Chief Marketing and Technology Officer

via Teneo

Teneo
Elizabeth Snow
Laura Marshall

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+44 20 7260 2700

1.	Details of PDMR / person closely associated with them ('PCA')	
a)	Name	Stephen Burns
2.	Details of PDMR / person closely associated with them ('PCA')	
a)	Position / status	Chief Executive Officer
b)	Initial notification / amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Hollywood Bowl Group plc
b)	LEI	213800XB8YZNGJYDEZ97
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	Ordinary shares of £0.01 each ISIN: GB00BD0NVK62												
b)	Nature of the transaction	Exercise of options granted under the Hollywood Bowl Group plc Long Term Incentive Plan and sale of resulting shares to cover tax/NI liability and dealing costs												
c)	Price(s) and volume(s)	<table><tr><td colspan="2">EXERCISE OF OPTION</td></tr><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>182,618</td></tr></table> <table><tr><td colspan="2">SALE OF SHARES</td></tr><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£3.1345</td><td>86,262</td></tr></table>	EXERCISE OF OPTION		Price(s)	Volume(s)	Nil	182,618	SALE OF SHARES		Price(s)	Volume(s)	£3.1345	86,262
EXERCISE OF OPTION														
Price(s)	Volume(s)													
Nil	182,618													
SALE OF SHARES														
Price(s)	Volume(s)													
£3.1345	86,262													
d)	Aggregated information Aggregated volume Price	As above												
e)	Date of the transaction	Exercise of options: 17 September 2024 Sale of shares: 17 September 2024												
f)	Place of the transaction	London Stock Exchange												

1.	Details of PDMR / person closely associated with them ('PCA')													
a)	Name	Laurence Keen												
2.	Details of PDMR / person closely associated with them ('PCA')													
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													
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EXERCISE OF OPTION														
Price(s)	Volume(s)													
Nil	118,582													
SALE OF SHARES														
Price(s)	Volume(s)													
£3.1345	56,014													
d)	Aggregated information Aggregated volume Price	As above												

e)	Date of the transaction	Exercise of options: 1 / September 2024 Sale of shares: 17 September 2024
f)	Place of the transaction	London Stock Exchange

1.	Details of PDMR / person closely associated with them ('PCA')													
a)	Name	Melanie Dickinson												
2.	Details of PDMR / person closely associated with them ('PCA')													
a)	Position / status	Chief People Officer												
b)	Initial notification / amendment	Initial notification												
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor													
a)	Name	Hollywood Bowl Group plc												
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c)	Price(s) and volume(s)	<table><tr><th colspan="2">EXERCISE OF OPTION</th></tr><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>64,034</td></tr></table> <table><tr><th colspan="2">SALE OF SHARES</th></tr><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£3.1345</td><td>30,248</td></tr></table>	EXERCISE OF OPTION		Price(s)	Volume(s)	Nil	64,034	SALE OF SHARES		Price(s)	Volume(s)	£3.1345	30,248
EXERCISE OF OPTION														
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Nil	64,034													
SALE OF SHARES														
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£3.1345	30,248													
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f)	Place of the transaction	London Stock Exchange												

1.	Details of PDMR / person closely associated with them ('PCA')	
a)	Name	Mat Hart
2.	Details of PDMR / person closely associated with them ('PCA')	
a)	Position / status	Chief Marketing & Technology Officer
b)	Initial notification / amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Hollywood Bowl Group plc
b)	LEI	213800XB8YZNGJYDEZ97
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c)	Price(s) and volume(s)	EXERCISE OF OPTION	
		Price(s)	Volume(s)
		Nil	75,892
		SALE OF SHARES	
		Price(s)	Volume(s)
		£3.1345	35,849
d)	Aggregated information	As above	
Aggregated volume			
Price			
e)	Date of the transaction	Exercise of options: 17 September 2024	
		Sale of shares: 17 September 2024	
f)	Place of the transaction	London Stock Exchange	

1.	Details of PDMR / person closely associated with them ('PCA')													
a)	Name	Darryl Lewis												
2.	Details of PDMR / person closely associated with them ('PCA')													
a)	Position / status	Chief Operating Officer												
b)	Initial notification / amendment	Initial notification												
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