

20 September 2024

Franchise Brands plc
("Franchise Brands", the "Company" or the "Group")

Director/PDMR shareholding & holding of significant shareholder

Franchise Brands plc, an international multi-brand franchise business, announces that Euroblue Investments Limited, a company wholly owned by Non-Executive Director Nigel Wray, yesterday sold 7,000,000 ordinary shares of 0.5 pence each in the Company ("Ordinary Shares"), at a price of 160 pence per share. Mr Wray now has a total beneficial interest in 15,921,858 Ordinary Shares, equivalent to 8.22% of the Company's total voting rights.

The form at the end of this announcement, which is provided in accordance with the requirements of the UK Market Abuse Regulation, provides further detail.

In addition, the Company was informed yesterday that The Meridian Settlement Trust yesterday sold 2,600,000 Ordinary Shares, at a price of 160 pence per share, and therefore now holds 6,571,029 Ordinary Shares, equivalent to 3.39% of the Company's total voting rights. Jason Sayers, CEO of Filta International, and Mrs Dawn Sayers are beneficiaries of The Meridian Settlement Trust who separately have a beneficial interest in, respectively, 2.12% and 0.34% of the Company's total voting rights.

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About Franchise Brands plc

Franchise Brands is an international, multi-brand franchisor focused on B2B van-based service with 7 franchise brands and a presence in 10 countries across the UK, North America and Europe. The Group is focused on building market-leading businesses primarily via a franchise model and has a combined network of over 625 franchisees.

The Company owns several market-leading brands with long trading histories, including Pirtek in Europe, Filta, Metro Rod and Metro Plumb, all of which benefit from the Group's central support services, particularly technology, marketing, and finance. At the heart of Franchise Brands' business-building strategy is helping its franchisees grow their businesses: "As they grow, we grow".

Franchise Brands employs approximately 700 people across the Group.

For further information, visit www.franchisebrands.co.uk

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Euroblue Investments Limited, a person closely associated with Nigel Wray, Non-Executive Director
2	Reason for the notification	
a)	Position/status	See 1a) above
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Franchise Brands PLC

b)	LEI	213800CFRX6CJ8LCKN37
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 0.5p each in Franchise Brands PLC Identification code (ISIN) for Franchise Brands PLC ordinary shares: GB00BD6P7Y24
b)	Nature of the transaction	Sale of Ordinary Shares
c)	Price(s) and volume(s)	Price: 160p per share Volume: 7,000,000
d)	Aggregated information - Aggregated volume - Price	n/a
e)	Date of the transaction	19 September 2024
f)	Place of the transaction	London Stock Exchange - AIM

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