

3 OCTOBER 2024

ON THE BEACH GROUP PLC
("On the Beach", the "Company" or the "Group")

PDMR LTIP Awards

The notifications below are all in accordance with the requirements of Article 19 (3) of the EU Market Abuse Regulation 596/2014 and the dealings were in respect of ordinary shares of 1 pence each ("**Shares**") in the share capital of On the Beach Group plc.

On 2 October 2024, awards over Shares ("**FY25 Awards**") were made under the On the Beach Group plc Long Term Incentive Plan ("**LTIP**"). The Awards, made for nil consideration, are nil-cost options established in accordance with the LTIP rules. There are no performance targets applicable to the Awards but vesting is subject to continued employment.

Under the Directors' Remuneration Policy and LTIP rules, the Remuneration Committee has discretion to adjust the vesting level of awards. In making its assessment at the end of the vesting period, the Remuneration Committee will take into account factors including (but not limited to) the shareholder experience and to what extent the outcome incorporates any windfall gain which may warrant adjustment.

PDMR	Role	Number of Shares over which Awards made
Shaun Morton	Chief Executive Officer	321,587
Jon Wormald	Chief Financial Officer	200,519
Zoe Harris	Chief Marketing Officer	249,703
Adam Hansen	Chief Strategy Officer	174,792
Bill Allen	Chief Supply Officer	126,721
Kasia Michalska	Chief Technology & Product Officer	213,649
Jennie Cronin	Chief People Officer	135,014
Kirsteen Vickerstaff	General Counsel and Company Secretary	169,334

1.	Details of PDMR/ person closely associated with them ("PCA")	
a)	<i>Name</i>	SHAUN MORTON JON WORMALD ZOE HARRIS ADAMHANSEN BILL ALLEN KASIA MICHALSKA JENNIE CRONIN KIRSTEEN VICKERSTAFF
2.	Reason for the notification	
a)	<i>Position / status</i>	SHAUN MORTON- CHIEF EXECUTIVE OFFICER JON WORMALD - CHIEF FINANCIAL OFFICER ZOE HARRIS- CHIEF MARKETING OFFICER ADAMHANSEN - CHIEF STRATEGY OFFICER BILL ALLEN- CHIEF SUPPLY OFFICER KASIA MICHALSKA - CHIEF TECHNOLOGY & PRODUCT OFFICER JENNIE CRONIN- CHIEF PEOPLE OFFICER KIRSTEEN VICKERSTAFF - GENERAL COUNSEL AND COMPANY SECRETARY
b)	<i>Initial notification / amendment</i>	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	<i>Name</i>	On the Beach Group plc
b)	<i>LEI</i>	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 Identification code	Ordinary shares of 1 pence GB00BYM1K758																		
b)	Nature of the transaction	Awards made pursuant to the On the Beach Group plc Long Term Incentive Plan ("LTIP")																		
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil</td> <td>SHAUN MORTON - 321,587</td> </tr> <tr> <td>Nil</td> <td>JON WORMALD - 200,519</td> </tr> <tr> <td>Nil</td> <td>ZOE HARRIS - 249,703</td> </tr> <tr> <td>Nil</td> <td>ADAMHANSEN - 174,792</td> </tr> <tr> <td>Nil</td> <td>BILL ALLEN - 126,721</td> </tr> <tr> <td>Nil</td> <td>KASIA MICHALSKA - 213,649</td> </tr> <tr> <td>Nil</td> <td>JENNIE CRONIN - 135,014</td> </tr> <tr> <td>Nil</td> <td>KIRSTEEN VICKERSTAFF - 169,334</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Nil	SHAUN MORTON - 321,587	Nil	JON WORMALD - 200,519	Nil	ZOE HARRIS - 249,703	Nil	ADAMHANSEN - 174,792	Nil	BILL ALLEN - 126,721	Nil	KASIA MICHALSKA - 213,649	Nil	JENNIE CRONIN - 135,014	Nil	KIRSTEEN VICKERSTAFF - 169,334
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d)	Aggregated information - Aggregated volume - Price	N/A																		
e)	Date of the transaction	2 October 2024																		
f)	Place of the transaction	Outside a trading venue																		

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