

11 October 2024

**Kitwave Group plc**

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

**Director/PDMR Shareholding**

Kitwave Group plc (AIM: KITW), the delivered wholesale business, was on 10 October 2024 notified by Chris Young and Michael Young, both PDMRs at the Company, that their shareholdings have increased following a transfer from Paul Young. Paul Young is a substantial shareholder of the Company, and the father to both Chris Young and Michael Young. The transfer was done on 10 October 2024 for zero value.

In addition to the transfers, Paul Young has made an additional transfer to another son, Dave Young, who is not connected to the Company.

Details of the transfers and the shareholdings of the relevant individuals are set out below:

Name	Position/Status	Shareholding prior to share transfers	Shareholding post share transfer	Percentage of current issued share capital
Michael Young	PDMR	606,676	2,154,888	2.68%
Olga Young	PCA of Chris Young, a PDMR	757,826	2,306,014	2.87%
Paul Young	Substantial Shareholder	8,389,192	3,841,801	4.78%

- Ends-

**For further information please contact:**

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Notification of a Transaction pursuant to Article 19(1) of the EU Market Abuse Regulation (EU) No. 596/2014 as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018.		
1	Details of the person discharging managerial responsibilities/person closely associated	
a.	Name	Olga Young

<b>2 Reason for notification</b>						
a.	Position/Status	PCA to Person discharging managerial responsibilities				
b.	Initial notification/ Amendment	Initial Notification				
<b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>						
a.	Name	Kitwave Group plc				
b.	LEI	2138007DLCYPVY95UD40				
<b>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</b>						
a.	Description of the financial instrument, type of instrument  Identification Code	Ordinary Shares of 10 pence each  GB00BNYKB709				
b.	Nature of the transaction	Transfer of Ordinary Shares				
c.	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>nil pence</td> <td>1,548,188</td> </tr> </table>	Price(s)	Volume(s)	nil pence	1,548,188
Price(s)	Volume(s)					
nil pence	1,548,188					
d.	Aggregated information  - Aggregated Volume  - Price	N/A				
e.	Date of the transaction	10 October 2024				
f.	Place of the transaction	Off Market				

**Notification of a Transaction pursuant to Article 19(1) of the EU Market Abuse Regulation (EU) No. 596/2014 as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018.**

**1 Details of the person discharging managerial responsibilities/person closely associated**

a.	Name	Michael Young
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**2 Reason for notification**

a.	Position/Status	Person discharging managerial responsibilities
b.	Initial notification/	Initial Notification

b.	Initial notification/ Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a.	Name	Kitwave Group plc	
b.	LEI	2138007DLCYPVY95UD40	
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 10 pence each  GB00BNYKB709	
b.	Nature of the transaction	Transfer of Ordinary Shares	
c.	Price(s) and volume(s)	Price(s)	Volume(s)
		nil pence	1,548,212
d.	Aggregated information  - Aggregated Volume  - Price	N/A	
e.	Date of the transaction	10 October 2024	
f.	Place of the transaction	Off Market	

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