

14 October 2024

Supreme plc
("Supreme" or the "Company" or the "Group")

Director/PDMR Shareholding

Supreme (AIM: SUP), a leading manufacturer, supplier, and brand owner of fast-moving consumer goods, was notified on 11 October 2024 that, on the same day, Sandy Chadha, Chief Executive Officer, sold 1,600,000 ordinary shares of 10p each ("Ordinary Shares") at 160p per Ordinary Share to an institutional shareholder to meet investor demand.

Following this disposal, Mr Chadha retains an interest in 65,666,845 Ordinary Shares, representing approximately 56.31% of the issued share capital of the Company.

Enquiries:

Supreme plc Sandy Chadha, Chief Executive Officer Suzanne Smith, Chief Finance Officer	via Vigo Consulting
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About Supreme

Supreme supplies products across six categories; Batteries, Lighting, Vaping, Sports Nutrition and Wellness, Branded Distribution and Soft Drinks. The Company's capabilities span from product development and manufacturing through to its extensive retail distribution network and direct to consumer capabilities. This vertically integrated platform provides an excellent route to market for well-known brands and products.

The Group has over 3,000 active business accounts with retail customers who manage over 10,000 branded retail outlets. Customers include B&M, Home Bargains, Poundland, Tesco, Sainsburys, Morrisons, Amazon, The Range, Costcutter, Asda, Halfords, Iceland, Waitrose, Aldi and HM Prison & Probation Service.

In addition to distributing globally-recognised brands such as Duracell, Energizer and Panasonic, and supplying lighting products exclusively under the Energizer, Eveready, Black & Decker and JCB licences across 45 countries, Supreme has also developed brands in-house, most notably 88Vape, has a growing footprint in Sports Nutrition and Wellness via its principal brands Sci-MX and Battle Bites, and has recently expanded into the soft drinks market with the acquisition of Clearly Drinks, adding established brands such as Perfectly Clear and Northumbria Spring to its portfolio.

<https://investors.supreme.co.uk/>

The following notifications are intended to satisfy the Company's obligations under Article 19(3) of EU Regulation No 596/2014 (the Market Abuse Regulation).

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Sandy Chadha
2	Reason for the notification	
a)	Position/status	Chief Executive Officer, PDMR
b)	Initial notification/Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Supreme plc
b)	LEI	213800DBHC15WQWECL16
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	Ordinary shares of 10p each
	Identification code	GR00RDT89C08

	Identification Code	000000100000	
b)	Nature of transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		160p	1,600,000 Ordinary Shares
	Aggregated information - Aggregated volume - Price	As above	
e)	Date of the transaction	11 October 2024	
f)	Place of the transaction	LSE	

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