

This announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR"), and is disclosed in accordance with the Company's obligations under Article 17 of MAR.

29 October 2024

Likewise Group plc

("Likewise", or the "Company")

Director Dealing

Likewise Group plc (AIM:LIKE), the fast growing UK floor coverings distributor, announces that it has been notified that, Non-Executive Director, Andrew Simpson, has disposed of 9,250,000 ordinary shares of 1 pence each in the Company ("Shares") in order to satisfy institutional investor demand.

Following the disposal, Andrew is beneficially interested in the voting capital of the Company as follows:

Shareholder	Role	Number of Shares disposed	Total Shares beneficially interested in	Percentage of voting rights
Andrew Simpson	Non-Executive Director	9,250,000	10,689,944	4.3%

For further information, please contact:

Likewise Group plc

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Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

In accordance with Article 19 of the UK Market Abuse Regulation, detailed information is set out below.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Andrew Simpson
2	Reason for the notification	
a)	Position/Status:	Non-Executive Director
b)	Initial Notification/Amendment:	Initial Notification
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor	
a)	Name:	Likewise Group plc

b)	LEI:	2138007L822RL2CXMV34	
4.	Details of 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	
	Identification code:	ISIN: GB00BHNWH003	
b)	Nature of the transaction:	Disposal of Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		15 pence	9,250,000
d)	Aggregated volume:	As above	
	Price:		
e)	Date of the Transaction:	25 October 2024	
f)	Place of the Transaction:	London Stock Exchange	

ENDS

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