

THG PLC

(the "Company")

Director/PDMR Shareholding

31 October 2024

The Company has received notification that on 30 October, the Independent Non-Executive Chairman in addition to members of the Board including the Senior Independent Director, purchased in aggregate 857,073 ordinary shares of £0.005 in the capital of the Company.

Director	Shares Purchased
Charles Allen, Lord Allen of Kensington CBE	542,000
Sue Farr	104,346
Helen Jones	104,084
Gillian Kent	53,500
Dean Moore	53,143

The Company makes the below announcements and notifications in accordance with the requirements of the UK Market Abuse Regulation:

1.	Details of the person discharging managerial responsibilities / persons closely associated with them	
a)	Name	Charles Allen, Lord Allen of Kensington CBE
2.	Reason for the notification	
a)	Position / Status	Independent Non-Executive Chair
b)	Initial Notification / Amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	THG PLC
b)	LEI	21380066N3SV9O8IDP37
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 voting shares of £0.005 each ISIN: GB00BMTV7393
b)	Nature of the transaction	Purchase of ordinary voting shares
c)	Price(s) and volume(s)	Price(s): £0.457435 Volume(s): 542,000
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	30 October 2024
f)	Place of transaction	London Stock Exchange (XLON)

1.	Details of the person discharging managerial responsibilities / persons closely associated with them	
a)	Name	Sue Farr
2.	Reason for the notification	
a)	Position / Status	Senior Independent Director
b)	Initial Notification / Amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	THG PLC
b)	LEI	21380066N3SV9O8IDP37
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 voting shares of £0.005 each ISIN: GB00BMTV7393
b)	Nature of the transaction	Purchase of ordinary voting shares
c)	Price(s) and volume(s)	Price(s): £0.470000 Volume(s): 104,346
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	30 October 2024
f)	Place of transaction	London Stock Exchange (XLON)

1.	Details of the person discharging managerial responsibilities / persons closely associated with them	
a)	Name	Helen Jones
2.	Reason for the notification	
a)	Position / Status	Independent Non-Executive Director
b)	Initial Notification / Amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	THG PLC
b)	LEI	21380066N3SV9O8IDP37
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 voting shares of £0.005 each ISIN: GB00BMTV7393
b)	Nature of the transaction	Purchase of ordinary voting shares
c)	Price(s) and volume(s)	Price(s): £0.475600 Volume(s): 104,084
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	30 October 2024
f)	Place of transaction	London Stock Exchange (XLON)

1.	Details of the person discharging managerial responsibilities / persons closely associated with them	
a)	Name	Gillian Kent
2.	Reason for the notification	
a)	Position / Status	Independent Non-Executive Director
b)	Initial Notification / Amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	THG PLC
b)	LEI	21380066N3SV9O8IDP37
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 voting shares of £0.005 each ISIN: GB00BMTV7393
b)	Nature of the transaction	Purchase of ordinary voting shares
c)	Price(s) and volume(s)	Price(s): £0.463920 Volume(s): 53,500
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	30 October 2024
f)	Place of transaction	London Stock Exchange (XLON)

1.	Details of the person discharging managerial responsibilities / persons closely associated with them	
a)	Name	Dean Moore
2.	Reason for the notification	
a)	Position / Status	Independent Non-Executive Director
b)	Initial Notification / Amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	THG PLC
b)	LEI	21380066N3SV9O8IDP37
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 voting shares of £0.005 each ISIN: GB00BMTV7393
b)	Nature of the transaction	Purchase of ordinary voting shares
c)	Price(s) and volume(s)	Price(s): £0.4657 Volume(s): 53,143
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	30 October 2024
f)	Place of transaction	London Stock Exchange (XLON)

Enquiries to:

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