

6 November 2024

Notification and public disclosure of transactions by Persons Discharging Managerial Responsibilities ("PDMR")

McBride plc (the "Company") announces that it has been notified by Chris Smith, Chief Executive Officer, of the following transactions that took place on 4 November 2024:

- (a) Chris Smith transferred 145,000 ordinary shares of £0.10 each in the Company (each a "Share") to his wife, Harriet Smith, a person closely associated (a "PCA") with Chris Smith;
- (b) Chris Smith, in order to effect a "Bed and ISA" transaction, sold 155,000 Shares and immediately repurchased 155,000 Shares into his Individual Savings Account; and
- (c) Harriet Smith, in order to effect a "Bed and ISA" transaction, sold 145,000 Shares and immediately repurchased 145,000 Shares into her Individual Savings Account.

Following the above transactions, Chris Smith's total holding is unchanged. He continues to hold an aggregate of 787,905 Shares, of which 576,406 Shares are now held in his own name and 211,499 Shares are now held by Harriet Smith.

The Notification of Dealing Forms are set out below.

These notifications are made in accordance with the requirements of Article 19 of the UK Market Abuse Regulation.

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|----------|---|--|----------|-----------|-----|---------|
| 1. | Details of the Persons Discharging Managerial Responsibilities ("PDMR")/Relevant Employees/Person Closely Associated ("PCA") | | | | | |
| a) | Name | Chris Smith | | | | |
| 2. | Reason for the notification | | | | | |
| b) | Position/Status | Chief Executive Officer | | | | |
| c) | Initial notification/amendment | Initial Notification | | | | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | McBride plc | | | | |
| b) | LEI | 213800HX7FMPA2CIEF02 | | | | |
| 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 10p each GB0005746358 | | | | |
| b) | Nature of the transaction | Transfer of Shares | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>145,000</td></tr></table> | Price(s) | Volume(s) | Nil | 145,000 |
| Price(s) | Volume(s) | | | | | |
| Nil | 145,000 | | | | | |
| d) | Aggregated information Aggregated volume Price | N/A - single transaction | | | | |
| e) | Date of the transaction | 4 November 2024 | | | | |
| f) | Place of transaction | Outside of a trading venue | | | | |

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| 1. | Details of the Persons Discharging Managerial Responsibilities ("PDMR")/Relevant Employees/Person Closely Associated ("PCA") | |
| a) | Name | Harriet Smith |

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|----------|---|--|----------|-----------|-----|---------|
| | | | | | | |
| 2. | Reason for the notification | | | | | |
| b) | Position/Status | PCA of Chris Smith, Chief Executive Officer | | | | |
| c) | Initial notification/amendment | Initial Notification | | | | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | McBride plc | | | | |
| b) | LEI | 213800HX7FMPA2CIEF02 | | | | |
| 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 10p each GB0005746358 | | | | |
| b) | Nature of the transaction | Receipt of Shares | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>145,000</td></tr></table> | Price(s) | Volume(s) | Nil | 145,000 |
| Price(s) | Volume(s) | | | | | |
| Nil | 145,000 | | | | | |
| d) | Aggregated information Aggregated volume Price | N/A - single transaction | | | | |
| e) | Date of the transaction | 4 November 2024 | | | | |
| f) | Place of transaction | Outside of a trading venue | | | | |

| | | |
|----|---|---|
| 1. | Details of the Persons Discharging Managerial Responsibilities ("PDMR")/Relevant Employees/Person Closely Associated ("PCA") | |
| a) | Name | Chris Smith |
| 2. | Reason for the notification | |
| b) | Position/Status | Chief Executive Officer |
| c) | Initial notification/amendment | Initial Notification |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | McBride plc |
| b) | LEI | 213800HX7FMPA2CIEF02 |
| 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 10p each GB0005746358 |
| b) | Nature of the transaction | Sale of Shares |

| | | | | | | |
|-----------------|--|---|-----------------|------------------|--------|---------|
| c) | Price(s) and volume(s) | <table><tr><td><i>Price(s)</i></td><td><i>Volume(s)</i></td></tr><tr><td>£1.115</td><td>155,000</td></tr></table> | <i>Price(s)</i> | <i>Volume(s)</i> | £1.115 | 155,000 |
| <i>Price(s)</i> | <i>Volume(s)</i> | | | | | |
| £1.115 | 155,000 | | | | | |
| d) | Aggregated information Aggregated volume Price | N/A - single transaction | | | | |
| e) | Date of the transaction | 4 November 2024 | | | | |
| f) | Place of transaction | London Stock Exchange | | | | |

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|----------|---|---|----------|-----------|--------|---------|
| 1. | Details of the Persons Discharging Managerial Responsibilities ("PDMR")/Relevant Employees/Person Closely Associated ("PCA") | | | | | |
| a) | Name | Chris Smith | | | | |
| 2. | Reason for the notification | | | | | |
| b) | Position/Status | Chief Executive Officer | | | | |
| c) | Initial notification/amendment | Initial Notification | | | | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | McBride plc | | | | |
| b) | LEI | 213800HX7FMPA2CIEF02 | | | | |
| 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 10p each GB0005746358 | | | | |
| b) | Nature of the transaction | Purchase of Shares | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£1.115</td><td>155,000</td></tr></table> | Price(s) | Volume(s) | £1.115 | 155,000 |
| Price(s) | Volume(s) | | | | | |
| £1.115 | 155,000 | | | | | |
| d) | Aggregated information Aggregated volume Price | N/A - single transaction | | | | |
| e) | Date of the transaction | 4 November 2024 | | | | |
| f) | Place of transaction | London Stock Exchange | | | | |

| | | |
|----|---|---|
| 1. | Details of the Persons Discharging Managerial Responsibilities ("PDMR")/Relevant Employees/Person Closely Associated ("PCA") | |
| a) | Name | Harriet Smith |
| 2. | Reason for the notification | |
| b) | Position/Status | PCA of Chris Smith, Chief Executive Officer |

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|----------|---|---|----------|-----------|--------|---------|
| | | | | | | |
| c) | Initial notification/amendment | Initial Notification | | | | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | McBride plc | | | | |
| b) | LEI | 213800HX7FMPA2CIEF02 | | | | |
| 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 10p each GB0005746358 | | | | |
| b) | Nature of the transaction | Sale of Shares | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£1.115</td><td>145,000</td></tr></table> | Price(s) | Volume(s) | £1.115 | 145,000 |
| Price(s) | Volume(s) | | | | | |
| £1.115 | 145,000 | | | | | |
| d) | Aggregated information Aggregated volume Price | N/A - single transaction | | | | |
| e) | Date of the transaction | 4 November 2024 | | | | |
| f) | Place of transaction | London Stock Exchange | | | | |

| | | | | | | | |
|----------|---|---|--|----------|-----------|--------|---------|
| 1. | Details of the Persons Discharging Managerial Responsibilities ("PDMR")/Relevant Employees/Person Closely Associated ("PCA") | | | | | | |
| a) | Name | Harriet Smith | | | | | |
| 2. | Reason for the notification | | | | | | |
| b) | Position/Status | PCA of Chris Smith, Chief Executive Officer | | | | | |
| c) | Initial notification/amendment | Initial Notification | | | | | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | |
| a) | Name | McBride plc | | | | | |
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| a) | Description of the financial instrument, type of instrument Identification Code | Ordinary shares of 10p each GB0005746358 | | | | | |
| b) | Nature of the transaction | Purchase of Shares | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£1.115</td><td>145,000</td></tr></table> | | Price(s) | Volume(s) | £1.115 | 145,000 |
| Price(s) | Volume(s) | | | | | | |
| £1.115 | 145,000 | | | | | | |

| | | |
|----|--|--------------------------|
| d) | Aggregated information Aggregated volume Price | N/A - single transaction |
| e) | Date of the transaction | 4 November 2024 |
| f) | Place of transaction | London Stock Exchange |

For further information, please contact:

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