

12 November 2024

EUROCELL PLC
(the "Company")

Director/PDMR Shareholding

Eurocell plc announces that, pursuant to the Non-executive Directors' Share Purchase Plan which was announced on 3 February 2023, five directors have purchased shares in the Company on 8 November 2024.

The notification set out below, made in accordance with the requirements of the EU Market Abuse Regulation, provides further details.

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

| | | | |
|-----------|--|---|-----------|
| 1. | Details of PDMR / person closely associated with them ("PCA") | | |
| a) | Name | Derek Mapp | |
| 2. | Reason for the notification | | |
| a) | Position / status | Non-executive Director (Chair of the Board) | |
| b) | Initial notification / amendment | Initial Notification | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | Eurocell plc | |
| b) | Legal Entity Identifier | 213800RH62IQ7S9OFQ55 | |
| 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 | Ordinary shares of £0.001 each in the Company ("Ordinary Shares") ISIN Number GB00BVV2KN49 | |
| b) | Nature of the transaction | Purchase of Ordinary shares pursuant to the Non-executive Directors' Share Purchase Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | £1.78 | 2,973 |
| d) | Aggregated information - Aggregated volume - Aggregated price - Aggregated total | N/A - single transaction | |
| e) | Date of the transaction | 8 November 2024 | |
| f) | Place of the transaction | London Stock Exchange (XLON) | |

| | | | |
|-----------|--|----------------|--|
| 1. | Details of PDMR / person closely associated with them ("PCA") | | |
| a) | Name | Alison Littley | |
| 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 participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | Eurocell plc | |
| b) | Legal Entity Identifier | 213800RH62IQ7S9OFQ55 | |
| 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 | Ordinary shares of £0.001 each in the Company ("Ordinary Shares") ISIN Number GB00BVV2KN49 | |
| b) | Nature of the transaction | Purchase of Ordinary shares pursuant to the Non-executive Directors' Share Purchase Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | £1.78 | 1,402 |
| d) | Aggregated information - Aggregated volume - Aggregated price - Aggregated total | N/A - single transaction | |
| e) | Date of the transaction | 8 November 2024 | |
| f) | Place of the transaction | London Stock Exchange (XLON) | |

| | | | |
|-----------|--|---|-----------|
| 1. | Details of PDMR / person closely associated with them ("PCA") | | |
| a) | Name | Iraj Amiri | |
| 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 participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | Eurocell plc | |
| b) | Legal Entity Identifier | 213800RH62IQ7S9OFQ55 | |
| 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 | Ordinary shares of £0.001 each in the Company ("Ordinary Shares") ISIN Number GB00BVV2KN49 | |
| b) | Nature of the transaction | Purchase of Ordinary shares pursuant to the Non-executive Directors' Share Purchase Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | £1.78 | 1,187 |
| d) | Aggregated information - Aggregated volume | N/A - single transaction | |

| | | |
|----|--|------------------------------|
| | - Aggregated price - Aggregated total | N/A - single transaction |
| e) | Date of the transaction | 8 November 2024 |
| f) | Place of the transaction | London Stock Exchange (XLON) |

| 1. | Details of PDMR / person closely associated with them ("PCA") | | | | | |
|-----------|--|--|----------|-----------|-------|-------|
| a) | Name | Will Truman | | | | |
| 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 participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Eurocell plc | | | | |
| b) | Legal Entity Identifier | 213800RH62IQ7S9OFQ55 | | | | |
| 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 | Ordinary shares of £0.001 each in the Company ("Ordinary Shares") ISIN Number GB00BVV2KN49 | | | | |
| b) | Nature of the transaction | Purchase of Ordinary shares pursuant to the Non-executive Directors' Share Purchase Plan | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£1.78</td> <td>1,224</td> </tr> </tbody> </table> | Price(s) | Volume(s) | £1.78 | 1,224 |
| Price(s) | Volume(s) | | | | | |
| £1.78 | 1,224 | | | | | |
| d) | Aggregated information - Aggregated volume - Aggregated price - Aggregated total | N/A - single transaction | | | | |
| e) | Date of the transaction | 8 November 2024 | | | | |
| f) | Place of the transaction | London Stock Exchange (XLON) | | | | |

| | | |
|-----------|---|------------------------|
| 1. | Details of PDMR / person closely associated with them ("PCA") | |
| a) | Name | Angela Rushforth |
| 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 participant, auction platform, auctioneer or auction monitor | |
| a) | Name | Eurocell plc |
| b) | Legal Entity Identifier | 213800RH62IQ7S9OFQ55 |
| 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 | |

| | 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 £0.001 each in the Company ("Ordinary Shares") ISIN Number GB00BVV2KN49 |
| b) | Nature of the transaction | Purchase of Ordinary shares pursuant to the Non-executive Directors' Share Purchase Plan |
| c) | Price(s) and volume(s) | Price(s) |
| | | Volume(s) |
| | | £1.78 |
| | | 835 |
| d) | Aggregated information - Aggregated volume - Aggregated price - Aggregated total | N/A - single transaction |
| e) | Date of the transaction | 8 November 2024 |
| f) | Place of the transaction | London Stock Exchange (XLON) |

Enquiries:

Eurocell plc

Vicky Williams

Group Company Secretary

Tel: 01773 842100

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