

5 December 2024

Reach plc (the "Company")

Notification of Transactions by a Person Discharging Managerial Responsibilities ("PDMR")

Release of 2019 Award under the Reach Long-Term Incentive Plan 2012 ("LTIP") following two-year holding period

The Company announces that on 4 December 2024, 536,435 ordinary shares of 10 pence each in the Company ("shares") were released to Jim Mullen, in accordance with the terms of an award granted to him under the LTIP on 4 December 2019 which he exercised on 14 December 2022. From 4 December 2022 to 4 December 2024 the award was subject to a two-year post-vesting holding period.

A further 103,055 dividend equivalent shares (representing the value of dividends declared during the two-year post-vesting holding period) were also released and on 4 December 2024, 48,534 shares were sold to cover tax liabilities and sales costs in respect to the release of the dividend equivalent shares, with Mr. Mullen retaining the balance of those shares.

The notifications below, which have been made in accordance with the requirements of the Market Abuse Regulation, provides further detail.

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Jim Mullen					
2	Reason for the notification						
a)	Position/status	Chief Executive Officer					
b)	Initial notification /Amendment	Initial Notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Reach plc					
b)	LEI	213800GNI5XF3XOATR61					
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 10p Shares					
	Identification code	GB0009039941					
b)	Nature of the transaction	Release of vested LTIP shares following a two-year post-vesting holding period					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>536,435</td></tr></table>		Price(s)	Volume(s)	Nil	536,435
Price(s)	Volume(s)						
Nil	536,435						
d)	Aggregated information						
	- Aggregated volume	536,435					
	- Price	Nil					
e)	Date of the transaction	2024-12-04					
f)	Place of the transaction	Outside a trading venue					

1)	Place of the transaction	Outside a trading venue					
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 10p Shares					
	Identification code	GB0009039941					
b)	Nature of the transaction	Release of additional dividend equivalent shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>103,055</td></tr></table>		Price(s)	Volume(s)	Nil	103,055
Price(s)	Volume(s)						
Nil	103,055						
d)	Aggregated information						
	- Aggregated volume	103,055					
	- Price	Nil					
e)	Date of the transaction	2024-12-04					
f)	Place of the transaction	Outside a trading venue					
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 10p Shares					
b)	Nature of the transaction	Sale of shares to cover applicable withholding tax and other deductions arising on release of the dividend equivalent shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£0.892</td><td>48,534</td></tr></table>		Price(s)	Volume(s)	£0.892	48,534
Price(s)	Volume(s)						
£0.892	48,534						
d)	Aggregated information						
	- Aggregate volume	48,534					
	- Price	£0.892					
e)	Date of the transaction	2024-12-04					
f)	Place of the transaction	XLON					

Enquiries

Reach

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Teneo

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LEI: 213800GNI5XF3XOATR61

Classification: 2.2 Information disclosed under article 19 of the Market Abuse Regulation.

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