

12 December 2024

On the Beach Group plc
("On the Beach" or the "Company")

Board Changes

On the Beach Group plc (LSE: OTB.L), a leading UK online retailer for beach holidays, announces that David Kelly will step down from its board of directors (the "Board") on 10 January 2025, having fulfilled his nine year tenure as a Non-Executive Director. As a result of this upcoming change, the Company is pleased to announce the appointment of Victoria Self to the Board as an independent Non-Executive Director with effect from 3 February 2025. Victoria will serve as a member of the Audit, Remuneration and Nomination Committees. These Board changes follow a thorough succession planning exercise and Non-Executive Director search led by the Nomination Committee.

Victoria has extensive experience working in digital and consumer facing businesses, having held a variety of senior roles over her 25-year career. Victoria is currently Managing Director of Player Experience at Entain plc, a global digital gaming group, having joined in this role in 2023. Victoria leads a 350 strong team and is responsible for substantial elements of the customer digital experience including engineering, product and user experience. Prior to this, Victoria spent two years as Chief Product Officer at comparethemarket.com, having previously worked at Marks and Spencer Group plc, Currys plc, Carphone Warehouse, Urban Outfitters and Mothercare plc.

Richard Pennycook, Chairman of On the Beach Group plc, commented:

"On behalf of the Board, I would like to thank David for his significant contribution to On the Beach over the past nine years. David joined the Board at the Company's IPO in 2015 and has supported the Executive team through various industry and world changing events in that time. Everyone at On the Beach wishes him well in his future endeavours.

I am delighted that Victoria will be joining the Board and that she has selected On the Beach for her first Non-Executive Director role. Victoria has gained senior management experience at some of the UK's leading digital and consumer businesses and this expertise will be invaluable to On the Beach as the team delivers on the Group's medium term ambitions."

Victoria Self said:

"On the Beach is a great business and I am really excited to join the Board at this pivotal moment in the journey. I look forward to working with Shaun and the executive team as the Group expands its proposition into cities and significantly increases its addressable market."

Save as disclosed above, there are no further details required to be disclosed pursuant to UK Listing Rule 6.4.8R in connection with Victoria's appointment.

For further information:

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About On the Beach

On the Beach Group plc is one of the UK's largest online beach holidays retailers, with significant opportunities for growth. Its innovative technology, low-cost base and strong customer-value proposition provides a structural challenge to legacy tour operators and online travel agents, as it continues disrupting the online retail of beach holidays. Its model is customer-centric, asset light, profitable and cash generative.

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