

23 December 2024

THE PROPERTY FRANCHISE GROUP PLC
("TPFG", the "Company" or the "Group")

Director/PDMR Shareholding

The Property Franchise Group Plc (LON:TPFG) has been notified that on 23 December 2024, Gareth Samples, Chief Executive Officer, purchased 10,000 ordinary shares of 1p each in the Company ("Ordinary Shares") at a price of 402.00p per ordinary share, increasing his beneficial holding to 523,000 Ordinary Shares.

Further information is provided below in accordance with Article 19(3) of the UK Market Abuse Regulation No 596/2014:

| | | | | | | | |
|----------|--|--|--|----------|-----------|---------|---------------|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | |
| a) | Name | Gareth Samples | | | | | |
| 2 | Reason for the notification | | | | | | |
| a) | Position/status | Chief Executive Officer | | | | | |
| b) | Initial notification /Amendment | Initial | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | |
| a) | Name | The Property Franchise Group plc | | | | | |
| b) | LEI | 2138008J5PTJ8C77I535 | | | | | |
| 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 shares of 1 penny each | | | | | |
| | Identification code | ISIN: GB00BH0WFH67 | | | | | |
| b) | Nature of the transaction | Purchase of ordinary shares | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>402.00p</td><td>10,000 shares</td></tr></table> | | Price(s) | Volume(s) | 402.00p | 10,000 shares |
| Price(s) | Volume(s) | | | | | | |
| 402.00p | 10,000 shares | | | | | | |
| d) | Aggregated information | N/A - single transaction | | | | | |
| | - Aggregated volume | | | | | | |
| | - Price | | | | | | |
| e) | Date of the transaction | 23 December 2024 | | | | | |
| f) | Place of the transaction | London Stock Exchange, AIM | | | | | |

For further information, please contact:

The Property Franchise Group PLC
Gareth Samples, Chief Executive Officer
David Raggett, Chief Financial Officer

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About The Property Franchise Group PLC:

The Property Franchise Group PLC (AIM: TPFG) is the UK's largest multi-brand property franchisor, with a network of over 1,946 outlets delivering high quality services to residential clients, combined with an established Financial Services business.

The Company was founded in 1986 and has since strategically grown to a diverse portfolio of 18 brands operating throughout the UK, comprising longstanding high-street focused brands and two hybrid brands. The Property Franchise Group is also a member of two leading mortgage networks through its mortgage brokers, Brook Financial (MAB) and The Mortgage Genie (Primis).

TPFG's brands are: Belvoir, CJ Hole, Country Properties, Ellis & Co, EweMove, Fine & Country, Hunters, Lovelle, Martin & Co, Mr and Mrs Clarke, Mullucks, Newton Fallowell, Nicholas Humphreys, Northwood, Parkers, The Guild of Property Professionals and Whitegates.

Headquartered in Bournemouth, the Company was listed on AIM on the London Stock Exchange in 2013 and entered the AIM 100 in July 2024.

More information is available at www.propertyfranchise.co.uk

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