

FOR IMMEDIATE RELEASE

LEI: 213800QGNIWTFMENJ24

7 January 2025

**SSP Group plc**  
**(the "Company")**

**Notification of transactions by Persons Discharging Managerial Responsibility ("PDMRs")**

The Company has been notified that on 6 January 2025 the persons set out in the table below, each being a PDMR, acquired ordinary shares of 1<sup>17/200</sup> pence in the capital of the Company ("Shares") under the Partnership Shares element of the Company's UK Share Incentive Plan ("UK SIP") at a price of £1.761 per Share and were also awarded Shares at nil consideration under the Matching Share element of the UK SIP.

Name	Position	Partnership Shares	Matching Shares
Jonathan Davies	Deputy Group CEO & CFO	71	36
Kari Daniels	CEO - UK & Ireland	86	43
Jeremy Fennell	Group Chief Operating Officer	85	42

The UK SIP is a share plan available to all of the Company's UK employees, subject to qualifying conditions. The UK SIP is administered by Computershare Trustees Limited, a UK incorporated company, who is the registered holder of the Shares.

The relevant notifications set out below are provided in accordance with the requirements of Article 19 of the UK version of the EU Market Abuse Regulation which is part of UK law by virtue of the European Union (Withdrawal) Act 2018.

1	Details of the persons discharging managerial responsibility										
a)	Name	1. Jonathan Davies 2. Kari Daniels 3. Jeremy Fennell									
2	Reason for the notification										
a)	Position/status	1. Deputy Group CEO & CFO 2. CEO - UK & Ireland 3. Group Chief Operating Officer									
b)	Initial notification/amendment	Initial notification									
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor										
a)	Full name of the entity	SSP Group plc									
b)	Legal Entity Identifier Code	213800QGNIWTFMENJ24									
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 <sup>17/200</sup> pence									
b)	Identification Code	GB00BGBN7C04									
c)	Nature of the transaction	Purchase of Partnership Shares and allocation of Matching Shares under the UK SIP.									
d)	Currency	GBP - British Pound									
e)	Price(s) and Volume(s)	Partnership Shares <table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>1. £1.761</td><td>1. 71</td></tr><tr><td>2. £1.761</td><td>2. 86</td></tr><tr><td>3. £1.761</td><td>3. 85</td></tr></table>		Price(s) per share	Volume(s)	1. £1.761	1. 71	2. £1.761	2. 86	3. £1.761	3. 85
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g)	Date of transaction	6 January 2025																								
h)	Place of transaction	London Stock Exchange (XLON)																								

**For further information, please contact:**

**SSP Group plc**

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