

**C&C Group plc**  
**("C&C" or "the Group")**

**Grant of awards under 2024 Long-Term Incentive Plan ("LTIP")**

C&C, the vertically integrated premium branded drinks group and leading drinks distributor to the UK and Ireland hospitality sectors, announces that on 20 January 2025, and following the approval of the Board's Remuneration Committee, it granted awards under and subject to the rules of the Group's 2024 LTIP (the "Awards") to Roger White, appointed to the Board of C&C as Chief Executive Officer with effect from 20 January 2025, and to Andrew Andrea, the Group's Chief Financial and Transformation Officer.

The Awards will vest subject to the satisfaction of a share price performance condition assessed over the period ending 19 January 2028 as set out in the table below. Share price growth will be measured between a start price when Roger White's appointment to the Board was announced and an end price at the vesting date, in each case with an appropriate averaging period applied. The Awards will be subject to a holding period of two years from vesting.

Share Price Growth*	Extent to which the Performance Condition is satisfied
10% or less than 10%	0%
More than 10% but less than 35%	Calculated on a straight-line basis between 0% and 100%.
35% or more than 35%	100%

\*The detailed performance condition includes discretion for the Remuneration Committee to take account of the impact on the share price of exceptional matters outside of management's control.

Details of the Awards made to Roger White and Andrew Andrea are provided in the below tables.

**Notification of Transactions by Persons Discharging Managerial Responsibilities and  
Persons Closely Associated with them**

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Roger White	
2	Reason for the notification		
a)	Position/status	Person discharging managerial responsibilities (CEO)	
b)	Initial Notification Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	C&C Group plc	
b)	LEI	635400LNUHA2LDXXV850	
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 Identification code	Ordinary Shares of €0.01 each  ISIN: IE00B010DT83	
b)	Nature of the transaction	Grant of Award under C&C Group plc 2024 LTIP.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	664,168
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction	
e)	Date of the transaction	20 January 2025	

f)	Place of the transaction	Outside a trading venue
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## Notification of Transactions by Persons Discharging Managerial Responsibilities and Persons Closely Associated with them

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	Andrew Andrea					
2	Reason for the notification						
a)	Position/status	Person discharging managerial responsibilities (CFTO)					
b)	Initial Notification Amendment	Initial Notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	C&C Group plc					
b)	LEI	635400LNUHA2LDXXV850					
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 Identification code	<b>Ordinary Shares of €0.01 each</b>  <b>ISIN: IE00B010DT83</b>					
b)	Nature of the transaction	Grant of Award under C&C Group plc 2024 LTIP.					
c)	Price(s) and volume(s)	<table border="1"> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>Nil</td><td>299,727</td></tr> </table>	Price(s)	Volume(s)	Nil	299,727	
Price(s)	Volume(s)						
Nil	299,727						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	20 January 2025					
f)	Place of the transaction	Outside a trading venue					

### ENQUIRIES

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### About C&C Group plc

C&C Group plc is a leading, vertically integrated premium drinks company which manufactures, markets and distributes branded beer, cider, wine, spirits, and soft drinks across the UK and Ireland.

- C&C Group's portfolio of owned/exclusive brands include Bulmers, the leading Irish cider brand and Tennent's, the leading Scottish beer brand; as well as a range of fast-growing, premium and craft ciders and beers, such as Heverlee, Menabrea, Five Lamps and Orchard Pig. C&C exports its Magners and Tennent's brands to over 40 countries worldwide.
- C&C Group has owned brand and contract manufacturing/packing operations in Co. Tipperary, Ireland and

Glasgow, Scotland.

- C&C is the No.1 drinks distributor to the UK and Ireland hospitality sectors. Operating through the Matthew Clark, Bibendum, Tennent's and Bulmers Ireland brands, the Group has a market leading range, scale and reach including an intimate understanding of the markets it serves. Together this provides a key route-to-market for major international beverage companies.

C&C Group plc is an Irish incorporated FTSE 250 company headquartered in Dublin and is listed on the London Stock Exchange.

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