

1.	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Kirsteen Vickerstaff
2.	<b>Reason for the notification</b>	
a)	Position/status	General Counsel and Company Secretary
b)	Initial notification /Amendment	Initial notification
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	On The Beach Group plc
b)	LEI	213800K51Y9BZY7F9R69
4.	<b>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</b>	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.01 each in On The Beach Group plc  Identification code for On The Beach Group plc ordinary shares: GB00BYM1K758
b)	Nature of the transaction	Purchase of ordinary shares under the Company's share incentive plan ("SIP").
c)	Price(s) and volume(s)	Price(s): 251.87p                      Volume(s): 40
d)	Aggregated Information  Aggregated volume  Prices	N/A
e)	Date of the transaction	20/01/2025
f)	Place of the transaction	London Stock Exchange

1.	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Adam Hansen
2.	<b>Reason for the notification</b>	
a)	Position/status	Chief Strategy Officer
b)	Initial notification /Amendment	Initial notification
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	On The Beach Group plc
b)	LEI	213800K51Y9BZY7F9R69
4.	<b>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</b>	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.01 each in On The Beach Group plc  Identification code for On The Beach Group plc ordinary shares: GB00BYM1K758
b)	Nature of the transaction	Purchase of ordinary shares under the Company's share incentive plan ("SIP").

c)	Price(s) and volume(s)	Price(s): 251.87p      Volume(s): 60
d)	Aggregated Information  Aggregated volume  Prices	N/A
e)	Date of the transaction	20/01/2025
f)	Place of the transaction	London Stock Exchange

1.	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Jennie Cronin
2.	<b>Reason for the notification</b>	
a)	Position/status	Chief People Officer
b)	Initial notification /Amendment	Initial notification
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	On The Beach Group plc
b)	LEI	213800K51Y9BZY7F9R69
4.	<b>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</b>	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.01 each in On The Beach Group plc  Identification code for On The Beach Group plc ordinary shares: GB00BYM1K758
b)	Nature of the transaction	Purchase of ordinary shares under the Company's share incentive plan ("SIP").
c)	Price(s) and volume(s)	Price(s): 251.87p      Volume(s): 24
d)	Aggregated Information  Aggregated volume  Prices	N/A
e)	Date of the transaction	20/01/2025
f)	Place of the transaction	London Stock Exchange

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