

REACT Group plc
("REACT" or the "Company")

PDMR Dealings

The Board of REACT (AIM: REAT) the leading specialist cleaning, hygiene and decontamination company, announces that on 11 February 2025, Mark Braund, Chair, purchased 6,869 ordinary shares of 12.5 pence each in the Company ("**Ordinary Shares**") at a price of 72.7875 pence per share.

Following the purchase, Mr Braund has an interest in 449,337 Ordinary Shares, representing 1.90% of the total issued share capital of the Company.

Further details are set out in the below notification, made in accordance with the requirements of the UK Market Abuse Regulation.

For more information:

REACT Group

Shaun Doak, Chief Executive Officer
Spencer Dredge, Chief Financial Officer
Mark Braund, Chair

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1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Mark Braund
2	Reason for the notification	
a)	Position/status	Chair
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	REACT Group PLC
b)	LEI	213800H54C4GOFN7MO32
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 12.5 pence each GB00BPCTRB97
b)	Nature of the transaction	Acquisition of shares

c)	Price(s) and volume(s)		
		Price (pence)	Volume
		72.7875	6,869
d)	Aggregated information - Aggregated volume - Price	N/A - Single transaction	
e)	Date of the transaction	11-02-25	
f)	Place of the transaction	London Stock Exchange, AIM (XLON)	

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