

RNS Number : 4645Z
On the Beach Group PLC
05 March 2025

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ON THE BEACH GROUP PLC
(the "Company")

Notification of transaction by Person Discharging Managerial Responsibilities ("PDMR")

1.	Details of the person discharging managerial responsibilities / person closely associated													
a)	Name	Bill Allen												
2.	Reason for the notification													
a)	Position / status	Chief Supply Officer												
b)	Initial notification / amendment	Initial Notification												
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor													
a)	Name	On the Beach Group plc												
b)	LEI	213800K51Y9BZY7F9R69												
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	Ordinary shares of 1 pence												
	Identification code	GB00BYM1K758												
b)	Nature of the transaction	Exercise of option granted under the On the Beach Group plc Long Term Incentive Plan and sale of resulting shares												
c)	Price(s) and volume(s)	<table border="1"><thead><tr><th colspan="2">Exercise of option</th></tr><tr><th>Price(s)</th><th>Volume(s)</th></tr></thead><tbody><tr><td>nil</td><td>36,876</td></tr><tr><th colspan="2">Sale of shares</th></tr><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>221.05p per share</td><td>36,876</td></tr></tbody></table>	Exercise of option		Price(s)	Volume(s)	nil	36,876	Sale of shares		Price(s)	Volume(s)	221.05p per share	36,876
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221.05p per share	36,876													
d)	Aggregated information <ul style="list-style-type: none">- Aggregated volume- Price	As above												
e)	Date of the transaction	04 March 2024												
f)	Place of the transaction	London Stock Exchange												

For further information:

On the Beach Group plc

c/o FTI Consulting

Kirsteen Vickerstaff, General Counsel & Company Secretary

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