

06 March 2025

Kitwave Group plc

("Kitwave", the "Group" or the "Company")

Director/PDMR Shareholding

Kitwave Group plc (AIM: KITW), the delivered wholesale business, has been notified that Ben Maxted, Chief Executive Officer of the Company, and certain PCAs/PDMRs purchased a total of 35,186 Ordinary Shares on 05 March 2025.

Details of the transfers and the shareholdings of the relevant individuals are set out below:

Name	Position	Number of Ordinary Shares purchased	Purchase price	Shareholding post purchase	Percentage of current issued share capital post purchase
Ben Maxted	Chief Executive Officer	20,000	258.0p	2,101,430	2.51%
Tina Hope	PCA of John Hope, a PDMR	15,000	258.0p	152,119	0.18%
Catherine Earl	PCA of Mark Earl, a PDMR	186	268.5p	186	0.0002%

For further information please contact:

Kitwave Group plc

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1.	Details of the PDMR	
a)	Name	Ben Maxted
2.	Reason for notification	
a)	Position/Status	Chief Executive Officer
b)	Initial notification/Amendment	Initial Notification

3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Kitwave Group plc	
b)	LEI	2138007DLCYPVY95UD40	
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 10 pence each ISIN: GB00BNYKB709	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.58	20,000
d)	Aggregated information - Aggregated Volume - Price	N/A	
e)	Date of the transaction	5 March 2025	
f)	Place of the transaction	London Stock Exchange (AIM)	

1.	Details of the PDMR		
a)	Name	Tina Hope	
2.	Reason for notification		
a)	Position/Status	PCA to John Hope, PDMR	
b)	Initial notification/Amendment	Initial Notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Kitwave Group plc	
b)	LEI	2138007DLCYPVY95UD40	
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 10 pence each ISIN: GB00BNYKB709	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.58	15,000
d)	Aggregated information - Aggregated Volume - Price	N/A	

e)	Date of the transaction	5 March 2025
f)	Place of the transaction	London Stock Exchange (AIM)

1. Details of the PDMR					
a)	Name Catherine Earl				
2. Reason for notification					
a)	Position/Status PCA to Mark Earl, PDMR				
b)	Initial notification/Amendment Initial Notification				
3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name Kitwave Group plc				
b)	LEI 2138007DLCYPVY95UD40				
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 10 pence each Identification Code ISIN: GB00BNYKB709				
b)	Nature of the transaction Purchase of Ordinary Shares				
c)	Price(s) and volume(s) <table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£2.685</td> <td>186</td> </tr> </table>	Price(s)	Volume(s)	£2.685	186
Price(s)	Volume(s)				
£2.685	186				
d)	Aggregated information - Aggregated Volume - Price N/A				
e)	Date of the transaction 5 March 2025				
f)	Place of the transaction London Stock Exchange (AIM)				

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