

7 March 2025

Likewise Group plc

("Likewise", or the "Company")

Director Dealing

Likewise Group plc (AIM:LIKE) announces that the Company has been notified that on 6 March 2025, Andrew Simpson, a Director in the Company, transferred a total of 1,397,135 ordinary shares of 1 pence each in the Company ("Shares") from his Self-Invested Personal Pension ("SIPP") to a combination of his own individual savings account ("ISA") and his wife and closely related person, Susan Simpson, at a price of 19.0 pence.

Of the 1,397,135 Shares transferred, 105,000 Shares were transferred to Andrew Simpson's ISA, 105,000 Shares were transferred to Susan Simpson's ISA and the balance of 1,187,135 Shares were transferred into Susan Simpson's own name.

Following the above transactions the number and beneficial ownership of Shares held by Mr Simpson and his closely related persons is unchanged.

For further information, please contact:

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Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

In accordance with Article 19 of the UK Market Abuse Regulation, detailed information is set out below.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	(i) Andrew Simpson (ii) Susan Simpson
2	Reason for the notification	
a)	Position/Status:	(i) Non-Executive Director (ii) Wife of Non-Executive Director
b)	Initial Notification/Amendment:	Initial Notification
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor	
a)	Name:	Likewise Group plc
b)	LEI:	2138007L822RL2CXMV34

4.	Details of 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: Identification code:	Ordinary shares of £0.01 ISIN: GB00BHNWH003		
b)	Nature of the transaction:	ISA transfer effected by the sale and immediate repurchase of Shares with no change in beneficial ownership.		
c)	Price(s) and volume(s):	Transaction	Price(s)	Volume(s)
		Andrew Simpson Sale	£0.19	1,397,135
		Susan Simpson Purchase	£0.19	1,187,135
		Susan Simpson ISA Fund Purchase	£0.19	105,000
		Andrew Simpson ISA Fund Purchase	£0.19	105,000
d)	Aggregated volume: Price:	1,397,135 £0.19		
e)	Date of the Transaction:	6 March 2025		
f)	Place of the Transaction:	London Stock Exchange		

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