

11 March 2025

Kitwave Group plc

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

Director/PDMR Shareholding Transfer

Kitwave Group plc (AIM: KITW), the delivered wholesale business, was notified that the following PDMRs transferred ordinary shares of 1 pence each in the capital of the Company ("Ordinary Shares") at nil cost to various Persons Closely Associated ("PCAs") on 11 March 2025. Details of the transfers are listed in the below table. The resultant aggregate holdings of the PDMRs and their PCAs remain unchanged:

Director/PDMR	Position	Beneficiary	Number of Ordinary Shares transferred	Resultant holding of PDMRs and their PCAs (unchanged)	Resultant holding (%)
Ben Maxted	CEO	Wife - Alix Maxted	970,000	2,101,430	2.51%
David Brind	CFO	Wife - Claire Brind	150,000	2,246,818	2.69%

For further information please contact:

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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	Ordinary Shares of 1 pence each
	Identification Code	ISIN: GB00BNYKB709

b)	Nature of the transaction	Transfer of shares for nil consideration	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£nil	970,000
d)	Aggregated information - Aggregated Volume - Price	N/A - single transaction	
e)	Date of the transaction	11 March 2025	
f)	Place of the transaction	London Stock Exchange (AIM)	

1.	Details of the PDMR		
a)	Name	Alix Maxted	
2.	Reason for notification		
a)	Position/Status	PCA of Ben Maxted, 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	Ordinary Shares of 1 pence each	
	Identification Code	ISIN: GB00BNYKB709	
b)	Nature of the transaction	Recipient of shares via transfer for nil consideration	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£nil	970,000
d)	Aggregated information		
	- Aggregated Volume	N/A - single transaction	
	- Price		
e)	Date of the transaction	11 March 2025	
f)	Place of the transaction	London Stock Exchange (AIM)	

1.	Details of the PDMR	
a)	Name	David Brind
2.	Reason for notification	
a)	Position/Status	Chief Financial 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 1 pence each ISIN: GB00BNYKB709	
b)	Nature of the transaction	Transfer of shares for nil consideration	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£nil	150,000
d)	Aggregated information - Aggregated Volume - Price	N/A - single transaction	
e)	Date of the transaction	11 March 2025	
f)	Place of the transaction	London Stock Exchange (AIM)	

1.	Details of the PDMR		
a)	Name	Claire Brind	
2.	Reason for notification		
a)	Position/Status	PCA of David Brind, Chief Financial 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 1 pence each ISIN: GB00BNYKB709	
b)	Nature of the transaction	Recipient of shares via transfer for nil consideration	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£nil	150,000
d)	Aggregated information - Aggregated Volume - Price	N/A - single transaction	
e)	Date of the transaction	11 March 2025	
f)	Place of the transaction	London Stock Exchange (AIM)	

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