

11 March 2025

ON THE BEACH GROUP PLC
(the "Company")

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

The Company provides notification of the following transactions, effected on 10 March 2025, relating to the PDMRs named below and in respect of ordinary shares of 1 pence each in the capital of the Company ("Shares").

The transactions relate to the exercise of nil-cost options over Shares granted under the On the Beach Group plc Long Term Incentive Plan and the subsequent sale of Shares acquired at a price per share of 227.59p. In the case of Shaun Morton, CEO, the sale of Shares was solely to cover the tax liability arising from the exercise of options.

Following these transactions, Shaun Morton holds 195,426 Shares, representing 0.12% of the Company's issued share capital.

PDMR	No. of nil-cost options exercised	Shares sold	Price per share	Shares retained
Shaun Morton, Chief Executive Officer	95,378	45,054	227.59p	50,324
Kasia Michalska, Chief Product & Technology Officer	25,608	25,608	227.59p	-

The information below is provided in accordance with Article 19 of the UK Market Abuse Regulation.

1.	Details of the person discharging managerial responsibilities / person closely associated														
a)	Name	Shaun Morton													
2.	Reason for the 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	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 to meet tax liability generated by the exercise.													
c)	Price(s) and volume(s)	<table><tr><td colspan="2">Exercise of option</td></tr><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>nil</td><td>95,378</td></tr><tr><td colspan="2">Sale of shares</td></tr><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>227.59p per share</td><td>45,054</td></tr></table>		Exercise of option		Price(s)	Volume(s)	nil	95,378	Sale of shares		Price(s)	Volume(s)	227.59p per share	45,054
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Sale of shares															
Price(s)	Volume(s)														
227.59p per share	45,054														
d)	Aggregated information	As above													
	- Aggregated volume														
	- Price														
e)	Date of the transaction	10 March 2025													
f)	Place of the transaction	London Stock Exchange													

i)	Place of the transaction	LONDON STOCK EXCHANGE
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1.	Details of the person discharging managerial responsibilities / person closely associated														
a)	Name	Kasia Michalska													
2.	Reason for the notification														
a)	Position / status	Chief Product & Technology Officer													
b)	Initial notification / amendment	Initial Notification													
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor														
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d)	Aggregated information - Aggregated volume - Price	As above													
e)	Date of the transaction	10 March 2025													
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For further information:

On the Beach Group plc

c/o FTI Consulting

Kirsteen Vickerstaff, General Counsel & Company Secretary

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