

C&C Group plc ("C&C" or "the Group")

Notification of Transactions by Persons Discharging Managerial Responsibilities and Persons Closely Associated with them

C&C has been informed that, on 18 March 2025, the PDMRs detailed below purchased through the Company's UK administered Share Incentive Plan ('SIP') and Irish administered Revenue Approved Profit-Sharing Scheme ('APSS'), ordinary shares in the Company ('Partnership Shares' under the SIP and 'Contributory Shares' under the APSS). Under the terms of the SIP/APSS, each eligible employee can choose to purchase Partnership Shares/Contributory Shares from their gross pay as a lump sum or as a monthly contribution, and the share purchases are matched by C&C ('Matching Shares').

Name of PDMR	Partnership/Contributory Shares purchased	Matching Shares awarded	Price
Cara Chambers	34	34	£1.284
Barry Sheehan	97	97	€1.483872

The notifications required in accordance with DTR 3.1 and Article 19 of the UK Market Abuse Regulation, are as follows:

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Cara Chambers	
2	Reason for the notification		
a)	Position/status	Person discharging managerial responsibilities (Chief Marketing Officer)	
b)	Initial Notification Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	C&C Group plc	
b)	LEI	635400LNUHA2LDXXV850	
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 €0.01 each ISIN: IE00B010DT83	
b)	Nature of the transaction	Purchase of Partnership Shares and Matching Shares awarded by the Company under the SIP.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£1.284	68 (34 Partnership Shares and 34 Matching Shares)
d)	Aggregated information - Aggregated volume - Price	Aggregated volume	Aggregated price
		68	£87.31
e)	Date of the transaction	18 March 2025	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Barry Sheehan
2	Reason for the notification	
a)	Position/status	Person discharging managerial responsibilities (Chief Commercial Officer)
b)	Initial Notification Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	C&C Group plc
b)	LEI	635400LNUHA2LDXXV850

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 €0.01 each ISIN: IE00B010DT83	
b)	Nature of the transaction	Purchase of Contributory Shares and Matching Shares awarded by the Company under the APSS.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		€1.483872	194 (97 Contributory Shares and 97 Matching Shares)
d)	Aggregated information - Aggregated volume - Price	Aggregated volume	Aggregated price
		194	€287.87
e)	Date of the transaction	18 March 2025	
f)	Place of the transaction	London Stock Exchange (XLON)	

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