

**Creightons plc**  
**Director/PDMR Shareholding**

**Notification of transactions by persons discharging managerial responsibilities ("PDMR") and persons closely associated with them ("PCA")**

Creightons plc ("Creightons", "the Company" or "the Group"), the British-based beauty and well-being brand owner and manufacturer, announces that Paul Forster, Non-Executive Director, transferred 200,000 ordinary shares of 1 pence each in the Company ("Ordinary Share") to his wife, Clare Forster, on 19 March 2025. Mr Forster's beneficial holding remains at 951,318, representing 1.4% of the issued share capital.

The Notification of Dealing is set out below.

The following transaction has been notified to the Company pursuant to Article 19.1(a) of the UK Market Abuse Regulation ("MAR"). This notification is issued in accordance with Article 19.3 of MAR.

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name:	Paul Forster					
2	Reason for the notification						
a)	Position/Status:	PDMR (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:	Creightons plc					
b)	LEI:	213800WROWAJUBGSAJ57					
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:	Ordinary Shares of 1 pence each					
b)	Identification code:	ISIN: GB0002341666					
b)	Nature of the transaction:	Transfer of Ordinary Shares to a spouse					
c)	Price(s) and volume(s):	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>200,000</td></tr></table>		Price	Volume	Nil	200,000
Price	Volume						
Nil	200,000						
d)	Aggregated volume: Price:	Single Transaction					
e)	Date of the Transaction:	2025-03-19					
f)	Place of the Transaction:	Outside a trading venue					

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name:	Clare Forster
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/Status:	PCA of Paul Forster, PDMR (Non-Executive Director)
b)	Initial Notification/Amendment:	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participation, auction platform, auctioneer or</b>	

	auction monitor					
a)	Name:	Creightons plc				
b)	LEI:	213800WROWAJUBGSAJ57				
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:	Ordinary Shares of 1 pence each				
b)	Identification code:	ISIN: GB0002341666				
b)	Nature of the transaction:	Transfer of Ordinary Shares from a spouse				
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