

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Kirsteen Vickerstaff
2.	Reason for the notification	
a)	Position/status	General Counsel and Company Secretary
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, type of instrument Identification code	Ordinary shares of £0.01 each in On The Beach Group plc Identification code for On The Beach Group plc ordinary shares: GB00BYM1K758
b)	Nature of the transaction	Purchase of ordinary shares under the Company's share incentive plan ("SIP").
c)	Price(s) and volume(s)	Price(s): 235.15p Volume(s): 42
d)	Aggregated Information Aggregated volume Prices	N/A
e)	Date of the transaction	20/03/2025
f)	Place of the transaction	London Stock Exchange

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Adam Hansen
2.	Reason for the notification	
a)	Position/status	Chief Strategy 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, type of instrument Identification code	Ordinary shares of £0.01 each in On The Beach Group plc Identification code for On The Beach Group plc ordinary shares: GB00BYM1K758
b)	Nature of the transaction	Purchase of ordinary shares under the Company's share incentive plan ("SIP").

c)	Price(s) and volume(s)	Price(s): 235.15p Volume(s): 63
d)	Aggregated Information Aggregated volume Prices	N/A
e)	Date of the transaction	20/03/2025
f)	Place of the transaction	London Stock Exchange

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Jennie Cronin
2.	Reason for the notification	
a)	Position/status	Chief People 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, type of instrument Identification code	Ordinary shares of £0.01 each in On The Beach Group plc Identification code for On The Beach Group plc ordinary shares: GB00BYM1K758
b)	Nature of the transaction	Purchase of ordinary shares under the Company's share incentive plan ("SIP").
c)	Price(s) and volume(s)	Price(s): 235.15p Volume(s): 63
d)	Aggregated Information Aggregated volume Prices	N/A
e)	Date of the transaction	20/03/2025
f)	Place of the transaction	London Stock Exchange

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, type of instrument Identification code	Ordinary shares of £0.01 each in On The Beach Group plc Identification code for On The Beach Group plc ordinary shares: GB00BYM1K758
b)	Nature of the transaction	Purchase of ordinary shares under the Company's share incentive plan ("SIP").
c)	Price(s) and volume(s)	Price(s): 235.15p Volume(s): 765
d)	Aggregated Information Aggregated volume Prices	N/A
e)	Date of the transaction	20/03/2025
f)	Place of the transaction	London Stock Exchange

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