

27 March 2025

4imprint Group plc (the "Company")

Director/PDMR Incentive Plan Awards

4imprint announces that, on 26 March 2025, conditional awards of shares were granted for nil consideration over the following numbers of ordinary shares of 38 6/13 pence each in the Company pursuant to both the 4imprint Deferred Bonus Plan 2021 and the 4imprint Long Term Incentive Plan:

The 4imprint Deferred Bonus Plan 2021

Kevin Lyons-Tarr	Chief Executive Officer	1,393
David Seekings	Chief Financial Officer	929

Under the provisions of the 4imprint Deferred Bonus Plan 2021, 50% of the 2024 Annual Bonus payable to Kevin Lyons-Tarr and David Seekings is deferred into shares through the conditional award of shares.

The number of shares awarded is determined by dividing the amount of the annual bonus being deferred by the price of a 4imprint share on 31 December preceding the year in which the awards are made. In respect of the awards currently being made, the price of a 4imprint share at close on 31 December 2024 was £48.55.

The 4imprint Deferred Bonus Plan 2021 was approved by Shareholders at the Company's 2021 AGM.

The 4imprint Long Term Incentive Plan

Michelle Brukwicki	Chief Financial Officer Designate	14,242
--------------------	-----------------------------------	--------

Under the provisions of the 4imprint Long Term Incentive Plan, Michelle Brukwicki may receive an award over a maximum of 150% of base salary in 4imprint shares, subject to the achievement of performance conditions over the three-year performance period to 31 December 2027.

The number of shares awarded is determined by dividing the maximum amount of the award by the average price of a 4imprint share on the three business days prior to the award date. This price was £38.23.

The 4imprint Long Term Incentive Plan was approved by Shareholders at the Company's 2024 AGM.

Emma Taylor

Company Secretary

4imprint Group plc

Tel: + 44 (0) 20 3709 9680

Email: hq@4imprint.co.uk

The notification below, made in accordance with the requirements of the EU Market Abuse Regulations, provides further detail in respect of the transaction as described above.

1.	Details of the person discharging managerial responsibilities / person closely associated	
a.	Name	Kevin Lyons-Tarr
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	4imprint Group plc
b.	LEI	213800G95T751RN2CT94
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 38 6/13 pence GB0006640972					
b.	Nature of the transaction	Grant of conditional award of shares under the 4imprint Deferred Bonus Plan 2021					
c.	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>1,393</td></tr></table>	Price(s)	Volume(s)	Nil	1,393	
Price(s)	Volume(s)						
Nil	1,393						
d.	Aggregated information •Aggregated volume •Price	1,393 Nil					
e.	Date of the transaction	26 March 2025					
f.	Place of the transaction	Outside of a trading venue					

1.	Details of the person discharging managerial responsibilities / person closely associated						
a.	Name	David Seekings					
2.	Reason for the 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	4imprint Group plc					
b.	LEI	213800G95T751RN2CT94					
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 38 6/13 pence GB0006640972					
b.	Nature of the transaction	Grant of conditional award of shares under the 4imprint Deferred Bonus Plan 2021					
c.	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>929</td></tr></table>	Price(s)	Volume(s)	Nil	929	
Price(s)	Volume(s)						
Nil	929						
d.	Aggregated information •Aggregated volume •Price	929 Nil					
e.	Date of the transaction	26 March 2025					
f.	Place of the transaction	Outside of a trading venue					

1.	Details of the person discharging managerial responsibilities / person closely associated		
----	--	--	--

a.	Name	Michelle Brukwicki	
2.	Reason for the notification		
a.	Position/status	PDMR	
b.	Initial notification/Amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a.	Name	4imprint Group plc	
b.	LEI	213800G95T751RN2CT94	
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 38 6/13 pence GB0006640972	
b.	Nature of the transaction	Grant of conditional award of shares under the 4imprint Long Term Incentive Plan	
c.	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	14,242
d.	Aggregated information •Aggregated volume •Price	14,242 Nil	
e.	Date of the transaction	26 March 2025	
f.	Place of the transaction	Outside of a trading venue	

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHFIFITVDIDFIE