

31 March 2025

FRANCHISE BRANDS PLC

("Franchise Brands", the "Group" or the "Company")

Director/PDMR shareholding

Franchise Brands plc (AIM: FRAN), an international multi-brand franchise business, announces that Louise George, an Independent Non-Executive Director of the Company, purchased 50,000 ordinary shares of 0.5p each in the Company ("Ordinary Shares") on Friday 28 March 2025, at a price of 145p per Ordinary Share.

Louise George's total interest in Franchise Brands now amounts to 150,000 Ordinary Shares, equivalent to 0.077% of the Company's total voting rights.

The form at the end of this announcement, which is provided in accordance with the requirements of the UK Market Abuse Regulation, provides further detail.

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About Franchise Brands plc

Franchise Brands is an international, multi-brand franchisor focused on B2B van-based service with seven franchise brands and a presence in 10 countries across the UK, North America and Europe. The Group is focused on building market-leading businesses primarily via a franchise model and has a combined network of over 600 franchisees.

The Company owns several market-leading brands with long trading histories, including Pirtek in Europe, Filta, Metro Rod and Metro Plumb, all of which benefit from the Group's central support services, particularly technology, marketing, and finance. At the heart of Franchise Brands' business-building strategy is helping its franchisees grow their businesses: "as they grow, we grow".

Franchise Brands employs almost 650 people across the Group and there are over 3,000 people in the franchise community.

For further information, visit www.franchisebrands.co.uk

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Louise George
2	Reason for the notification	
a)	Position/status	Independent Non-Executive Director
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Franchise Brands PLC
b)	LEI	213800CFRX6CJ8LCKN37

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 0.5p each in Franchise Brands PLC ISIN: GB00BD6P7Y24
b)	Nature of the transaction	Purchase of ordinary shares of 0.5p each
c)	Price(s) and volume(s)	Price paid: 145p per Ordinary Share Volume: 50,000
d)	Aggregated information - Aggregated volume - Price	n/a
e)	Date of the transaction	28 March 2025
f)	Place of the transaction	London Stock Exchange - AIM

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