

This announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR"), and is disclosed in accordance with the Company's obligations under Article 17 of MAR.

2 April 2025

Likewise Group plc

("Likewise", or the "Company")

Director Dealing

Likewise Group plc (AIM:LIKE), the fast growing UK floor coverings distributor, announces that it has been notified that, Chief Executive Tony Brewer, has disposed of 1,000,000 ordinary shares of 1 pence each in the Company ("Shares"). Tony does not intend to dispose of any further Shares for the foreseeable future following this announcement.

Following the disposal, Tony is beneficially interested in the voting capital of the Company as follows:

Shareholder	Role	Number of Shares disposed	Total Shares beneficially interested in	Percentage of voting rights
Tony Brewer	Chief Executive	1,000,000	27,212,230	11.1%

For further information, please contact:

Likewise Group plc

Tony Brewer, Chief Executive

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Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

In accordance with Article 19 of the UK Market Abuse Regulation, detailed information is set out below.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Tony Brewer
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 participation, auction platform, auctioneer or auction monitor	
a)	Name:	Likewise Group plc
b)	LEI:	

		2138007L822RL2CXMV34	
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: Identification code:	Ordinary shares of £0.01 ISIN: GB00BHNWH003	
b)	Nature of the transaction:	Disposal of Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£0.165	1,000,000
d)	Aggregated volume: Price:	As above	
e)	Date of the Transaction:	1 April 2025	
f)	Place of the Transaction:	London Stock Exchange	

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