

08 April 2025

**Watches of Switzerland Group PLC**

**Notification of transactions by Directors, Persons Discharging Managerial Responsibilities ("PDMRs") and persons closely associated with them**

The following information is given in accordance with Article 19.3 of the Market Abuse Regulation and is made on behalf of Brian Duffy a PDMR, in the Watches of Switzerland Group PLC under article 19.1 of the Market Abuse Regulation ('MAR').

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>							
a)	Name	Brian Duffy						
<b>2</b>	<b>Reason for the notification</b>							
a)	Position/status	Chief Executive Officer						
b)	Initial notification/Amendment	Initial Notification						
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>							
a)	Name	Watches of Switzerland Group PLC						
b)	LEI	2138008ZOT5K9PJW7168						
<b>4</b>	<b>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</b>							
a)	Description of the financial instrument, type of instrument	Ordinary Shares of £0.0125						
	Identification code	ISIN: GB00BJDQQ870						
b)	Nature of the transaction	<p>Exercise of LTIP three-year options under the Company's Long Term Incentive Plan.</p> <table border="1"> <tr> <td>Granted July 2019</td> <td>370,370</td> </tr> <tr> <td>Granted July 2020</td> <td>312,500</td> </tr> <tr> <td>Granted July 2021</td> <td>106,157</td> </tr> </table> <p>The options are exercisable having met the pre-determined performance conditions in full.</p> <p>Following exercise, all of the shares will be held in a nominee account for the relevant holding period.</p>	Granted July 2019	370,370	Granted July 2020	312,500	Granted July 2021	106,157
Granted July 2019	370,370							
Granted July 2020	312,500							
Granted July 2021	106,157							
d)	Aggregated information	£2,584,852						
	Aggregated volume	789,027						
	- Price	£3.276						
e)	Date of the transaction	7 April 2025						
f)	Place of the transaction	XLON						

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Brian Duffy
<b>2</b>	<b>Reason for the notification</b>	
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	Watches of Switzerland Group PLC			
b)	LEI	2138008ZOT5K9PJW7168			
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	Ordinary Shares of £0.0125			
	Identification code	ISIN: GB00BJDQQ870			
b)	Nature of the transaction	Exercise of Annual Deferred shares granted under the Company's Long Term Incentive Plan. Shares vested on third year anniversary of grant			
		<table><tr><td>Granted July 2021</td><td>25,433</td></tr></table>		Granted July 2021	25,433
Granted July 2021	25,433				
		Following exercise all of the shares will be held in a nominee account.			
d)	Aggregated information	£83,319			
	Aggregated volume	25,433			
	- Price	£3.276			
e)	Date of the transaction	7 April 2025			
f)	Place of the transaction	XLON			

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