

FOR IMMEDIATE RELEASE

LEI: 213800QGNIWTFMENJ24

8 April 2025

SSP Group plc
(the "Company")

Notification of transactions by Persons Discharging Managerial Responsibility ("PDMRs")

The Company has been notified that on 7 April 2025 the persons set out in the table below, each being a PDMR, acquired ordinary shares of 1^{17/200} pence in the capital of the Company ("Shares") under the Partnership Shares element of the Company's UK Share Incentive Plan ("UK SIP") at a price of £1.3919 per Share and were also awarded Shares at nil consideration under the Matching Share element of the UK SIP.

The UK SIP is a share plan available to all of the Company's UK employees, subject to qualifying conditions. The UK SIP is administered by Computershare Trustees Limited, a UK incorporated company, who is the registered holder of the Shares.

Any dividends declared on Matching Shares or Partnership Shares held under the UK SIP, or dividends declared on shares held in a Computershare Share Plan Account are reinvested to purchase ordinary shares (referred to as "SIP Dividend Shares" or "SPA Dividend Shares" as applicable). Following the declaration of a Final Dividend for the year ended 30 September 2024, details of the reinvestment (including fractional entitlements to shares in accordance with the terms of the Computershare Share Plan Account), of SIP Dividend Shares and/or SPA Dividend Shares purchased by PDMRs are set out in the second table below.

The relevant notifications set out below are provided in accordance with the requirements of the UK Market Abuse Regulation.

1	Details of the persons discharging managerial responsibility	
a)	Name	1. Jonathan Davies 2. Kari Daniels 3. Jeremy Fennell
2	Reason for the notification	
a)	Position/status	1. Deputy Group CEO & CFO 2. CEO - UK & Ireland 3. Group Chief Operating Officer
b)	Initial notification/amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Full name of the entity	SSP Group plc
b)	Legal Entity Identifier Code	213800QGNIWTFMENJ24
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 1 ^{17/200} pence
b)	Identification Code	GB00BGBN7C04
c)	Nature of the transaction	Purchase of Partnership Shares and allocation of Matching Shares under the UK SIP.
d)	Currency	GBP - British Pound
e)	Price(s) and Volume(s)	Partnership Shares

		<table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>1. £1.3919</td><td>1. 90</td></tr><tr><td>2. £1.3919</td><td>2. 108</td></tr><tr><td>3. £1.3919</td><td>3. 108</td></tr></table> <p>Matching Shares</p> <table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>1. £0.00</td><td>1. 45</td></tr><tr><td>2. £0.00</td><td>2. 54</td></tr><tr><td>3. £0.00</td><td>3. 54</td></tr></table>	Price(s) per share	Volume(s)	1. £1.3919	1. 90	2. £1.3919	2. 108	3. £1.3919	3. 108	Price(s) per share	Volume(s)	1. £0.00	1. 45	2. £0.00	2. 54	3. £0.00	3. 54								
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f)	<div>Aggregated Information</div> <div><div>- Price</div><div>- Volume</div><div>- Total Price</div></div>	<div>Partnership Shares</div> <table><tr><th>Price(s) per share</th><th>Volume(s)</th><th>Total Aggregate Price</th></tr><tr><td>1. £1.3919</td><td>1. 90</td><td>1. £125.2710</td></tr><tr><td>2. £1.3919</td><td>2. 108</td><td>2. £150.3252</td></tr><tr><td>3. £1.3919</td><td>3. 108</td><td>3. £150.3252</td></tr></table> <p>Matching Shares</p> <table><tr><th>Price(s) per share</th><th>Volume(s)</th><th>Total Aggregate Price</th></tr><tr><td>1. £0.00</td><td>1. 45</td><td>1. £0.00</td></tr><tr><td>2. £0.00</td><td>2. 54</td><td>2. £0.00</td></tr><tr><td>3. £0.00</td><td>3. 54</td><td>3. £0.00</td></tr></table>	Price(s) per share	Volume(s)	Total Aggregate Price	1. £1.3919	1. 90	1. £125.2710	2. £1.3919	2. 108	2. £150.3252	3. £1.3919	3. 108	3. £150.3252	Price(s) per share	Volume(s)	Total Aggregate Price	1. £0.00	1. 45	1. £0.00	2. £0.00	2. 54	2. £0.00	3. £0.00	3. 54	3. £0.00
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g)	Date of transaction	7 April 2025																								
h)	Place of transaction	London Stock Exchange (XLON)																								

1	Details of the persons discharging managerial responsibility	
a)	Name	1. Patrick Coveney 2. Jonathan Davies 3. Kari Daniels 4. Mark Angela 5. Jeremy Fennell 6. Jonathan Robinson 7. Patrick Murray
2	Reason for the notification	
a)	Position/status	1. Group CEO 2. Deputy Group CEO & CFO 3. CEO - UK & Ireland 4. Chief Business Development and Strategy Officer, CEO EEME 5. Group Chief Operating Officer 6. CEO - Asia Pacific 7. CEO - America
b)	Initial notification/amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Full name of the entity	SSP Group plc
b)	Legal Entity Identifier Code	213800QGNIWTFMENJ24
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 1 ^{17/200} pence
b)	Identification Code	GB008GBN7C04
c)	Nature of the transaction	1. Purchase of SIP Dividend Shares under the UK Share Incentive Plan 2. Purchase of SPA Dividend Shares under the Computershare Share Plan Account (including fractional entitlement as

		shown)																										
d)	Currency	GBP - British Pound																										
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h)	Place of transaction	London Stock Exchange, Main Market (XLON)																										

For further information, please contact:

SSP Group plc

Fiona Scattergood, Group General Counsel & Company Secretary

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