

9 April 2025

**Kitwave Group plc**

("Kitwave", the "Group" or the "Company")

**Director/PDMR Shareholdings**

Kitwave Group plc (AIM: KITW), the delivered wholesale business, today announces the granting of awards under the Company's Long Term Incentive Plan ("LTIP") to a number of persons discharging management responsibilities ("PDMRs").

Under the LTIP, selected participants are offered the opportunity to acquire a defined number of £0.01 ordinary shares in the Company at nil cost subject to certain performance conditions being achieved in a defined time period. The awards will either be in the form of a nil-cost option or a conditional share award (together the "Awards"). No consideration will be paid for the grant of the Awards.

In respect of the nil cost options, they will vest and will be capable of exercise (subject to achievement of the applicable performance targets) approximately 5 years from the date of grant (being the aggregate of a 3-year performance period and a 2-year deferment period).

The following PDMRs were granted nil cost options:

Director/PDMR	Position	Number of Awards Awarded
Ben Maxted	Chief Executive Officer	158,000
David Brind	Chief Financial Officer	120,000

In respect of the conditional share awards, they will be released (subject to achievement of the applicable performance targets) approximately 3 years from the date of grant.

The following PDMRs were granted conditional share awards:

Director/PDMR	Position	Number of Awards Awarded
Michael Young	Commercial Director	32,000
John Hope	Group Operations Director	32,000
Christopher Young	Divisional Operations Director	32,000
Lucie Milburn	Divisional Operations Director	32,000
Alan McCartney	IT Director	32,000
Mark Earl	Group Financial Controller	32,000
Allan Walker	Automatic Retailing Northern Managing Director	25,000
Miles Roberts	Creed Managing Director	25,000
Jay Mackay	HB Clark Managing Director	25,000
James Russell	WestCountry Managing Director	25,000

It is intended that the Awards will be satisfied by the issue of new shares.

The Awards were granted in accordance with the Remuneration Committee Report as set out in the Company's 2024 Annual Report and Accounts.

Further details on the LTIP are disclosed in the Remuneration Committee Report of the Company's 2024 Annual Report and Accounts, which can be found on the Company's website at <https://www.kitwave.co.uk/investors/reports-presentations/>

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Ben Maxted	
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:	Kitwave Group plc	
b)	LEI:	2138007DLCYPVY95UD40	
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 1 pence each  ISIN: GB00BNYKB709	
b)	Nature of the transaction:	Grant of nil cost options	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		nil	158,000
d)	Aggregated volume:  Price:	n/a single transaction	
e)	Date of the Transaction:	8 April 2025	
f)	Place of the Transaction:	Off Market	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	David Brind
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 participation, auction platform, auctioneer or auction monitor	
a)	Name:	Kitwave Group plc
b)	LEI:	2138007DLCYPVY95UD40
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 1 pence each  ISIN: GB00BNYKB709
b)	Nature of the transaction:	Grant of nil cost options

c)	Price(s) and volume(s):	Price(s)	Volume(s)
		nil	120,000
d)	Aggregated volume: Price:	n/a single transaction	
e)	Date of the Transaction:	8 April 2025	
f)	Place of the Transaction:	Off Market	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Michael Young	
2	Reason for the notification		
a)	Position/Status:	Commercial Director	
b)	Initial Notification/Amendment:	Initial Notification	
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor		
a)	Name:	Kitwave Group plc	
b)	LEI:	2138007DLCYPVY95UD40	
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 1 pence each  ISIN: GB00BNYKB709	
b)	Nature of the transaction:	Grant of conditional share award	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		nil	32,000
d)	Aggregated volume:  Price:	n/a single transaction	
e)	Date of the Transaction:	8 April 2025	
f)	Place of the Transaction:	Off Market	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	John Hope
2	Reason for the notification	
a)	Position/Status:	Group Operations Director
b)	Initial Notification/Amendment:	Initial Notification
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor	
a)	Name:	Kitwave Group plc
b)	LEI:	2138007DLCYPVY95UD40
4.	Details of transaction(s); section to be repeated for (i) each type of instrument; (ii) each type of	

	<b>transaction; (iii) each date; and (iv) each place where transactions have been conducted.</b>		
a)	Description of the financial instrument:  Identification code:	Ordinary Shares of 1 pence each  ISIN: GB00BNYKB709	
b)	Nature of the transaction:	Grant of conditional share award	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		nil	32,000
d)	Aggregated volume:  Price:	n/a single transaction	
e)	Date of the Transaction:	8 April 2025	
f)	Place of the Transaction:	Off Market	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Christopher Young	
2	Reason for the notification		
a)	Position/Status:	Divisional Operations Director	
b)	Initial Notification/Amendment:	Initial Notification	
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor		
a)	Name:	Kitwave Group plc	
b)	LEI:	2138007DLCYPVY95UD40	
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 1 pence each  ISIN: GB00BNYKB709	
b)	Nature of the transaction:	Grant of conditional share award	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		nil	32,000
d)	Aggregated volume:  Price:	n/a single transaction	
e)	Date of the Transaction:	8 April 2025	
f)	Place of the Transaction:	Off Market	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Lucie Milburn
2	Reason for the notification	
a)	Position/Status:	Divisional Operations Director
b)	Initial Notification/Amendment:	Initial Notification
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or	

	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor		
a)	Name:	Kitwave Group plc	
b)	LEI:	2138007DLCYPVY95UD40	
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 1 pence each  ISIN: GB00BNYKB709	
b)	Nature of the transaction:	Grant of conditional share award	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		nil	32,000
d)	Aggregated volume:  Price:	n/a single transaction	
e)	Date of the Transaction:	8 April 2025	
f)	Place of the Transaction:	Off Market	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Mark Earl	
2	Reason for the notification		
a)	Position/Status:	Group Financial Controller	
b)	Initial Notification/Amendment:	Initial Notification	
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor		
a)	Name:	Kitwave Group plc	
b)	LEI:	2138007DLCYPVY95UD40	
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 1 pence each  ISIN: GB00BNYKB709	
b)	Nature of the transaction:	Grant of conditional share award	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		nil	32,000
d)	Aggregated volume:  Price:	n/a single transaction	
e)	Date of the Transaction:	8 April 2025	
f)	Place of the Transaction:	Off Market	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name:	Alan McCartney

<b>2</b>	<b>Reason for the notification</b>	
a)	Position/Status:	IT Director
b)	Initial Notification/Amendment:	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor</b>	
a)	Name:	Kitwave Group plc
b)	LEI:	2138007DLCYPVY95UD40
<b>4.</b>	<b>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.</b>	
a)	Description of the financial instrument:  Identification code:	Ordinary Shares of 1 pence each  ISIN: GB00BNYKB709
b)	Nature of the transaction:	Grant of conditional share award
c)	Price(s) and volume(s):	Price(s)      Volume(s)
		nil              32,000
d)	Aggregated volume:  Price:	n/a single transaction
e)	Date of the Transaction:	8 April 2025
f)	Place of the Transaction:	Off Market

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name:	Allan Walker
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/Status:	Automatic Retailing Northern Managing Director
b)	Initial Notification/Amendment:	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor</b>	
a)	Name:	Kitwave Group plc
b)	LEI:	2138007DLCYPVY95UD40
<b>4.</b>	<b>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.</b>	
a)	Description of the financial instrument:  Identification code:	Ordinary Shares of 1 pence each  ISIN: GB00BNYKB709
b)	Nature of the transaction:	Grant of conditional share award
c)	Price(s) and volume(s):	Price(s)      Volume(s)
		nil              25,000
d)	Aggregated volume:  Price:	n/a single transaction
e)	Date of the Transaction:	8 April 2025

f)	Place of the Transaction:	Off Market
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1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Miles Roberts	
2	Reason for the notification		
a)	Position/Status:	Creed Managing Director	
b)	Initial Notification/Amendment:	Initial Notification	
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor		
a)	Name:	Kitwave Group plc	
b)	LEI:	2138007DLCYPVY95UD40	
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 1 pence each  ISIN: GB00BNYKB709	
b)	Nature of the transaction:	Grant of conditional share award	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		nil	25,000
d)	Aggregated volume:  Price:	n/a single transaction	
e)	Date of the Transaction:	8 April 2025	
f)	Place of the Transaction:	Off Market	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Jay Mackay
2	Reason for the notification	
a)	Position/Status:	HB Clark Managing Director
b)	Initial Notification/Amendment:	Initial Notification
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor	
a)	Name:	Kitwave Group plc
b)	LEI:	2138007DLCYPVY95UD40
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 1 pence each  ISIN: GB00BNYKB709
b)	Nature of the transaction:	Grant of conditional share award

c)	Price(s) and volume(s):	Price(s)	Volume(s)
		nil	25,000
d)	Aggregated volume:  Price:	n/a single transaction	
e)	Date of the Transaction:	8 April 2025	
f)	Place of the Transaction:	Off Market	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	James Russell	
2	Reason for the notification		
a)	Position/Status:	WestCountry Managing Director	
b)	Initial Notification/Amendment:	Initial Notification	
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor		
a)	Name:	Kitwave Group plc	
b)	LEI:	2138007DLCYPVY95UD40	
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 1 pence each  ISIN: GB00BNYKB709	
b)	Nature of the transaction:	Grant of conditional share award	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		nil	25,000
d)	Aggregated volume:  Price:	n/a single transaction	
e)	Date of the Transaction:	8 April 2025	
f)	Place of the Transaction:	Off Market	

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**For further information please contact:**

**Kitwave Group plc**

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## Company Overview

Founded in 1987, following the acquisition of a single-site confectionery wholesale business based in North Shields, United Kingdom, Kitwave is a delivered wholesale business, specialising in selling and delivering impulse products, frozen, chilled and fresh foods, alcohol, groceries and tobacco to approximately 46,000, mainly independent, customers.

With a network of 37 depots, Kitwave is able to support delivery throughout the UK to a diverse customer base, which includes independent convenience retailers, leisure outlets, vending machine operators, foodservice providers and other wholesalers, as well as leading national retailers.

The Group's growth to date has been achieved both organically and through a strategy of acquiring smaller, predominantly family-owned, complementary businesses in the fragmented UK grocery and foodservice wholesale market.

Kitwave Group plc (AIM: KITW) was admitted to trading on AIM of the London Stock Exchange on 24 May 2021.

For further information, please visit: [www.kitwave.co.uk](http://www.kitwave.co.uk).

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