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 Maxteo	I
2	Reason for the notification		
a)	Position/Status:	Chief Execu	tive Officer
b)	Initial Notification/Amendment:	Initial Noti	fication
3	Details of the issuer, emission all auction monitor	lowance mar	ket participation, auction platform, auctioneer or
a)	Name:	Kitwave Gro	oup plc
b)	LEI:	2138007DL	CYPVY95UD40
4.			ed for (i) each type of instrument; (ii) each type of where transactions have been conducted.
a)	Description of the financial instrument: Identification code:	Ordinary SI	nares of 1 pence each
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 t	ransaction
e)	Date of the Transaction:	8 April 202	5
f)	Place of the Transaction:	Off Market	

1	Details of the person dischargi	ng 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 auction monitor	allowance market participation, auction platform, auctioneer or
a)	Name:	Kitwave Group plc
b)	LEI:	2138007DLCYPVY95UD40
4.		on to be repeated for (i) each type of instrument; (ii) each type of it (iv) each place where transactions have been conducted.
a)	Description of the financial instrument:	Ordinary Shares of 1 pence each ISIN: GB00BNYKB709
	Identification code:	
	identification code.	

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 202	25
f)	Place of the Transaction:	Off Market	t

1	Details of the person discharging	ng managerial	responsibilities/person closely associated
a)	Name:	Michael Yo	oung
2	Reason for the notification		
a)	Position/Status:	Commercia	al Director
b)	Initial Notification/Amendment:	Initial Noti	fication
3	Details of the issuer, emission auction monitor	allowance mai	rket participation, auction platform, auctioneer or
a)	Name:	Kitwave Gr	oup plc
b)	LEI:	2138007D	LCYPVY95UD40
4.		-	ted for (i) each type of instrument; (ii) each type of e where transactions have been conducted.
a)	Description of the financial instrument: Identification code:	Ordinary S	hares of 1 pence each
b)	Nature of the transaction:	Grant of co	onditional 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 202	25
f)	Place of the Transaction:	Off Market	

1	Details of the person discharg	ing 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 auction monitor	allowance market participation, auction platform, auctioneer or
a)	Name:	Kitwave Group plc
b)	LEI:	2138007DLCYPVY95UD40
4.	Details of transaction(s); secti	on to be repeated for (i) each type of instrument; (ii) each type of

)	Description of the financial	Ordinary :	Shares of 1 pence each
	instrument: Identification code:	ISIN: GBOO	BNYKB709
b)	Nature of the transaction:	Grant of c	onditional 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 20	25
f)	Place of the Transaction:	Off Marke	t
1	Details of the person dischargi	ng manageria	responsibilities/person closely associated
a)	Name:	Christoph	er Young
2	Reason for the notification		
a)	Position/Status:	Divisiona	Operations Director
b)	Initial Notification/Amendment:	Initial Not	ification
3	Details of the issuer, emission auction monitor	allowance ma	rket participation, auction platform, auctioneer or
a)	Name:	Kitwave G	roup plc
b)	LEI:	21380070	DLCYPVY95UD40
4.			ated for (i) each type of instrument; (ii) each type of ce where transactions have been conducted.
a)	Description of the financial instrument:	Ordinary :	Shares of 1 pence each
	Identification code:	ISIN: GBOO	BNYKB709
b)	Nature of the transaction:	Grant of c	onditional share award
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		nil	32,000
d)	Aggregated volume:	n/a single	transaction
	Price:	n/a single	transaction
e)	Date of the Transaction:	8 April 20	25
f)	Place of the Transaction:	Off Marke	t
1	Details of the person dischargi	ng manageria	responsibilities/person closely associated
a)	Name:	Lucie Milb	urn
2	Reason for the notification		
a)	Position/Status:	Divisiona	Operations Director
b)	Initial	Initial Not	ification

Name:		
	Kitwave G	roup plc
LEI:	2138007D	DLCYPVY95UD40
	-	ated for (i) each type of instrument; (ii) each type of ce where transactions have been conducted.
Description of the financial instrument:		Shares of 1 pence each
Identification code:	121N: GB00	BRAKR109
Nature of the transaction:	Grant of c	onditional share award
Price(s) and volume(s):	Price(s)	Volume(s)
	nil	32,000
Aggregated volume:		
Price:	n/a single	transaction
Date of the Transaction:	8 April 20	25
Place of the Transaction:	Off Marke	†
Trace of the Transaction.	On Marke	•
Details of the person discharging	ng manageria	l responsibilities/person closely associated
Name:	Mark Earl	
Reason for the notification		
Position/Status:	Group Fina	ancial Controller
Initial Notification/Amendment:	Initial Not	tification
Details of the issuer, emission a auction monitor	allowance ma	rket participation, auction platform, auctioneer or
Name:	Kitwave G	roup plc
LEI:	2138007D	DLCYPVY95UD40
		ated for (i) each type of instrument; (ii) each type of the where transactions have been conducted.
Description of the financial instrument:	Ordinary S	Shares of 1 pence each
Identification code:	ISIN: GB00	DBNYKB709
Nature of the transaction:	Grant of c	onditional share award
Price(s) and volume(s):	Price(s)	Volume(s)
	nil	32,000
Aggregated volume:		
Price:	n/a single	transaction
	1	
Date of the Transaction:	8 April 20	25
	transaction; (iii) each date; and Description of the financial instrument: Identification code: Nature of the transaction: Price(s) and volume(s): Aggregated volume: Price: Date of the Transaction: Place of the Transaction: Petails of the person dischargin Name: Reason for the notification Position/Status: Initial Notification/Amendment: Details of the issuer, emission a auction monitor Name: LEI: Details of transaction(s); section transaction; (iii) each date; and Description of the financial instrument: Identification code: Nature of the transaction: Price(s) and volume(s):	transaction; (iii) each date; and (iv) each place instrument: IDescription of the financial instrument: Identification code: Nature of the transaction: Price(s) and volume(s): Date of the Transaction: Place of the Transaction: Details of the person discharging manageria Name: Mark Earl Reason for the notification Position/Status: Initial Notification/Amendment: Details of the issuer, emission allowance manageria auction monitor Name: Kitwave G LEI: Details of transaction(s); section to be repertransaction; (iii) each date; and (iv) each place instrument: Identification code: Nature of the transaction: Ordinary instrument: ISIN: GBOO ISIN: GBOO Price(s) and volume(s): Price(s) Initial Aggregated volume:

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

2	Reason for the notification	<u> </u>	
a)	Position/Status:	IT Director	•
b)	Initial Notification/Amendment:	Initial Not	ification
3	Details of the issuer, emission auction monitor	allowance ma	rket participation, auction platform, auctioneer or
a)	Name:	Kitwave G	roup plc
b)	LEI:	2138007D	LCYPVY95UD40
4.	1 "	•	ated for (i) each type of instrument; (ii) each type of ee where transactions have been conducted.
a)	Description of the financial instrument:		Shares of 1 pence each
	Identification code:	13114. 0200	BNIKB/03
b)	Nature of the transaction:	Grant of co	onditional 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 202	25
f)	Place of the Transaction:	Off Marke	t

1	Details of the person discharge	iis iiiaiiageila	l responsibilities/person closely associated
a)	Name:	Allan Wal	ker
2	Reason for the notification		
a)	Position/Status:	Automatic	Retailing Northern Managing Director
b)	Initial Notification/Amendment:	Initial Not	tification
3	Details of the issuer, emission auction monitor	allowance ma	arket participation, auction platform, auctioneer or
a)	Name:	Kitwave G	roup plc
b)	LEI:	21380070	DLCYPVY95UD40
4.		•	ated for (i) each type of instrument; (ii) each type of ce where transactions have been conducted.
4.		Ordinary	
a)	transaction; (iii) each date; and Description of the financial instrument:	Ordinary	Shares of 1 pence each
a) b)	Description of the financial instrument: Identification code:	Ordinary	Shares of 1 pence each
a) b)	Description of the financial instrument: Identification code: Nature of the transaction:	Ordinary ISIN: GB00 Grant of c	Shares of 1 pence each OBNYKB709 onditional share award
	Description of the financial instrument: Identification code: Nature of the transaction:	Ordinary ISIN: GBOO Grant of c Price(s) nil	Shares of 1 pence each OBNYKB709 onditional share award Volume(s)

f)	Place of the Transaction:	Off Market

1	Details of the person dischargi	etails 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 auction monitor	allowance ma	llowance market participation, auction platform, auctioneer or		
a)	Name:	Kitwave G	Kitwave Group plc		
b)	LEI:	2138007DLCYPVY95UD40			
4.	* **	•	ated for (i) each type of instrument; (ii) each type of se 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 auction monitor	allowance market participation, auction platform, auctioneer or
- 1	Name:	Kitwave Group plc
a)	inae.	mana araap pro
a) b)	LEI:	2138007DLCYPVY95UD40
	LEI: Details of transaction(s); section	
b)	LEI: Details of transaction(s); section	2138007DLCYPVY95UD40 In to be repeated for (i) each type of instrument; (ii) each type of
b) 4.	LEI: Details of transaction(s); section transaction; (iii) each date; and Description of the financial	2138007DLCYPVY95UD40 In to be repeated for (i) each type of instrument; (ii) each type of I (iv) each place where transactions have been conducted. Ordinary Shares of 1 pence each

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 dischargi	ng manageria	g managerial responsibilities/person closely associated		
a)	Name:	James Russell			
2	Reason for the notification	L			
a)	Position/Status:	WestCoun	WestCountry Managing Director		
b)	Initial Notification/Amendment:	Initial Notification			
3	Details of the issuer, emission auction monitor	allowance ma	llowance market participation, auction platform, auctioneer or		
a)	Name:	Kitwave G	roup plc		
b)	LEI:	21380070	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:

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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.

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