

RNS Number : 3579E  
On the Beach Group PLC  
09 April 2025

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**ON THE BEACH GROUP PLC**  
**(the "Company")**

**Notification of transaction by Person Discharging Managerial Responsibilities ("PDMR")**

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>													
a)	Name	Jennie Cronin												
<b>2.</b>	<b>Reason for the notification</b>													
a)	Position / status	Chief People 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	On the Beach Group plc												
b)	LEI	213800K51Y9BZY7F9R69												
<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	Ordinary shares of 1 pence												
	Identification code	GB00BYM1K758												
b)	Nature of the transaction	Exercise of option granted under the On the Beach Group plc Long Term Incentive Plan and sale of resulting shares to meet tax liability generated by the exercise.												
c)	Price(s) and volume(s)	<table border="1"><tr><td colspan="2">Exercise of option</td></tr><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>nil</td><td>16,828</td></tr><tr><td colspan="2">Sale of shares</td></tr><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>219.50p per share</td><td>7,950</td></tr></table>	Exercise of option		Price(s)	Volume(s)	nil	16,828	Sale of shares		Price(s)	Volume(s)	219.50p per share	7,950
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219.50p per share	7,950													
d)	Aggregated information													
	- Aggregated volume	As above												
	- Price													
e)	Date of the transaction	08 April 2025												
f)	Place of the transaction	London Stock Exchange												

For further information:

**On the Beach Group plc**

c/o FTI Consulting

Kirsteen Vickerstaff, General Counsel & Company Secretary

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