

9 April 2025

On the Beach Group plc
("Company")

Notification of transaction by Person Discharging Managerial Responsibilities ("PDMR") and Person Closely Associated ("PCA")

The Company announces that on 9 April 2025 it was notified of the following transactions by Adam Hansen, Chief Strategy Officer (a PDMR), and Rebecca Hansen (a PCA of Adam Hansen) in relation to ordinary shares of 1p each in the Company.

Name	Role	No. of shares	Price per share	Description of transaction
Adam Hansen	Chief Strategy Officer - PDMR	18,596	£2.148	Sale of ordinary shares
Adam Hansen	Chief Strategy Officer - PDMR	9,396	£2.15	Purchase of ordinary shares via an individual savings account (ISA) held in his name
Rebecca Hansen	PCA of Adam Hansen	9,200	£2.15	Purchase of ordinary shares via an individual savings account (ISA) held in her name

Following the transactions outlined above, the aggregate number of shares held by Adam Hansen and his PCAs remains unchanged.

The Notification of Dealing Form required in accordance with UK MAR is set out below.

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Adam Hansen			
2	Reason for the notification				
a)	Position/status	PDMR: Chief Strategy Officer of On the Beach Group plc			
b)	Initial notification /Amendment	Initial Notification			
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name	On the Beach Group plc			
b)	LEI	213800K51Y9BZY7F9R69			
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 Identification code	Ordinary shares of 1 pence each GB00BYM1K758			
b)	Nature of the transaction	1. Sale of Ordinary Shares 2. Purchase of Ordinary Shares			
c)	Price(s) & Volume(s)		Price	Volume	
		1. Sale	£2.148	18,596	
		2. Purchase	£2.15	9,396	

d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	9 April 2025
f)	Place of the transaction	London Stock Exchange

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Rebecca Hansen			
2	Reason for the notification				
a)	Position/status	PCA: Spouse of Adam Hansen (Chief Strategy Officer)			
b)	Initial notification /Amendment	Initial Notification			
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name	On the Beach Group plc			
b)	LEI	213800K51Y9BZY7F9R69			
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 Identification code	Ordinary shares of 1 pence each GB00BYM1K758			
b)	Nature of the transaction	Purchase of Ordinary Shares			
c)	Price(s) & Volume(s)		Price	Volume	
		Purchase	£2.15	9,200	
d)	Aggregated information - Aggregated volume - Price	N/A			
e)	Date of the transaction	9 April 2025			
f)	Place of the transaction	London Stock Exchange			

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