

RNS Number : 5914E
On the Beach Group PLC
10 April 2025

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ON THE BEACH GROUP PLC
(the "Company")

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

The Company provides notification that on 9 April 2025, Shaun Morton, Chief Executive Officer, purchased 4,651 ordinary shares of 1 pence each in the Company at a price of 215 pence per share. Following this transaction, Shaun Morton holds 200,842 shares, representing approximately 0.13% of the Company's issued share capital.

The information below is provided in accordance with Article 19 of the UK Market Abuse Regulation.

| | | | | | | | | |
|----------------|---|---|----------------|--|----------|-----------|----------------|-------|
| 1. | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | |
| a) | Name | Shaun Morton | | | | | | |
| 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 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 | Ordinary shares of 1 pence | | | | | | |
| | Identification code | GB00BYM1K758 | | | | | | |
| b) | Nature of the transaction | Purchase of Ordinary Shares | | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td colspan="2">Sale of shares</td></tr><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>215p per share</td><td>4,651</td></tr></table> | Sale of shares | | Price(s) | Volume(s) | 215p per share | 4,651 |
| Sale of shares | | | | | | | | |
| Price(s) | Volume(s) | | | | | | | |
| 215p per share | 4,651 | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | As above | | | | | | |
| e) | Date of the transaction | 9 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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