

11 April 2025

**Reach plc (the Company)**

**Notification of Transactions by a Person Discharging Managerial Responsibilities (PDMR)**

Exercise of 2023 Buy-Out Award under the Reach Long Term Incentive Plan (LTIP) and sale of shares

On 28 March 2025, two buy-out awards granted on 6 June 2023 under the LTIP to Darren Fisher, Chief Financial Officer, vested and became exercisable. On 10 April 2025, Mr. Fisher exercised his LTIP award and a number of the vested shares have been sold to cover applicable withholding tax and other deductions arising on exercise (the 'sale').

The notification below, which has been made in accordance with the requirements of the Market Abuse Regulation, provides further detail.

1	Details of the person discharging managerial responsibilities / person closely associated							
a)	Name	Darren Fisher						
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 participant, auction platform, auctioneer or auction monitor							
a)	Name	Reach plc						
b)	LEI	213800GNI5XF3XOATR61						
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 10p Shares  GB0009039941						
b)	Nature of the transaction	Exercise of awards granted under the LTIP on 6 June 2023.						
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>91,121</td></tr><tr><td>Nil</td><td>87,224</td></tr></table>	Price(s)	Volume(s)	Nil	91,121	Nil	87,224
Price(s)	Volume(s)							
Nil	91,121							
Nil	87,224							
d)	Aggregated information  - Aggregated volume  - Price	178,345  Nil						
e)	Date of the transaction	2025-04-10						
f)	Place of the transaction	Outside a trading venue						
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							

	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 10p Shares  GB0009039941				
b)	Nature of the transaction	Sale of shares to cover some of the applicable withholding tax and other deductions arising on exercise of the awards under the LTIP				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£0.677</td><td>84,119</td></tr></table>	Price(s)	Volume(s)	£0.677	84,119
Price(s)	Volume(s)					
£0.677	84,119					
d)	Aggregated information  - Aggregated volume  - Price	N/A  £0.677				
e)	Date of the transaction	2025-04-10				
f)	Place of the transaction	XLON				

#### Enquiries

##### Reach

Laura Harris, Group Company Secretary

020 7293 3000

##### Teneo

Giles Kemick

020 7353 4200

**LEI:** 213800GNI5XF3XOATR61

**Classification:** 2.2 Information disclosed under article 19 of the Market Abuse Regulation.

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