

Genuit Group plc ('the Company')

Notification of Transactions by Persons Discharging Managerial Responsibilities

The Company confirms that on 11 April 2025, in accordance with its shareholder approved Remuneration Policy, an award under the Genuit Group plc 2024 Deferred Share Bonus Plan ("DSBP") was granted over Ordinary Shares of £0.001 each in the Company ("Shares") as set out in the table below. The award was made in the form of a nil-cost option which is exercisable for 10 years from the date of grant, unless the exercise period is shortened in accordance with the DSBP rules.

Name	No. of Shares subject to DSBP	Exercise dates	Lapse date
Joe Vorih	51,801	11/04/2027 (50%) 11/04/2028 (50%)	11/04/2035
Tim Pullen	27,690	11/04/2027 (50%) 11/04/2028 (50%)	11/04/2035

One third of any bonus received by the Executive Directors is deferred into Shares under the DSBP, vesting equally over two and three years. An additional payment (in the form of cash or Shares) may be made in respect of Shares which vest under deferred awards to reflect the value of dividends which would have been paid on those Shares during the vesting period.

The notifications below, which have been made in accordance with the requirements of the UK Market Abuse Regulation, provide further detail.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Joe Vorih
2	Reason for the notification	
a)	Position/status	Chief Executive Officer/Director and PDMR
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Genuit Group plc
b)	LEI	2138005IF1N2RKJ6KO18
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 £0.001 each in the capital of Genuit Group plc GB00BKRC5K31
b)	Nature of the transaction	Grant of an award, structured as a nil cost option, under the Company's 2024 Deferred Share Bonus Plan, on 11 April 2025, vesting on 11 April 2027 (50%) and 11 April 2028 (50%), exercisable for 10 years from the date of grant.

c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>51,801</td></tr></table>	Price(s)	Volume(s)	Nil	51,801
Price(s)	Volume(s)					
Nil	51,801					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	11 April 2025				
f)	Place of the transaction	Outside a Trading Venue				

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Tim Pullen					
2	Reason for the notification						
a)	Position/status	Chief Financial Officer/Director and PDMR					
b)	Initial notification /Amendment	Initial notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Genuit Group plc					
b)	LEI	2138005IF1N2RKJ6KO18					
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						
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c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>27,690</td></tr></table>		Price(s)	Volume(s)	Nil	27,690
Price(s)	Volume(s)						
Nil	27,690						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of the transaction	11 April 2025					

f)	Place of the transaction	Outside a Trading Venue
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Contacts:

Emma Versluys
Group Legal Counsel and Company Secretary

+44 (0) 1138 315 315

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