

22 April 2025

## ProCook Group plc

### PDMR Dealing and PCA Transfer

ProCook Group plc (the "Company"), the UK's leading direct-to-consumer specialist kitchenware brand, announces that Dan Walden, Chief Financial Officer ("CFO") and PDMR has conducted dealings in the ordinary shares of £0.01 each in the Company ("Ordinary Shares").

On 16 April 2025 Dan Walden transferred 47,064 ordinary shares of £0.01 each in the Company ("Ordinary Shares") from his personal holdings into his Individual Savings Account ("ISA") by way of a Bed and ISA transaction. The transfer was effected by the sale of 47,064 Ordinary Shares at 34.0p per share followed by the immediate repurchase by the ISA of 46,783 Ordinary Shares at 34.2p per share.

In addition, on 17 April 2025 Dan Walden transferred 44,316 Ordinary Shares to his wife Nina Walden. Nina Walden subsequently, on 22 April 2025, transferred 44,316 Ordinary Shares from her personal holdings into her ISA by way of a Bed and ISA transaction. The transfer was effected by the sale of 44,316 Ordinary Shares at 32.5p per share followed by the immediate repurchase by the ISA of 44,048 Ordinary Shares at 32.7p per share price. Following this transfer, Nina Walden holds 44,048 Ordinary Shares, representing 0.04% of the Company's issued share capital.

Following the dealing as detailed above, Dan Walden's aggregate beneficial holding, including the interests of his connected persons, is 140,831 Ordinary Shares, representing 0.1% of the Company's issued share capital.

The information in this notification is disclosed in accordance with the requirements of the UK Market Abuse Regulation.

#### For further information please contact:

##### ProCook Group plc

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Lee Tappenden, Chief Executive Officer

Dan Walden, Chief Financial Officer

##### MHP Communications (Financial PR Adviser)

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Katie Hunt

Tel: +44 (0)7884 494112

#### Notes to editors:

ProCook is the UK's leading direct-to-consumer specialist kitchenware brand. ProCook designs, develops, and retails a high-quality range of direct-sourced and own-brand kitchenware which provides customers with significant value for money.

The brand sells directly through its website, [www.procook.co.uk](http://www.procook.co.uk), and through 66 own-brand retail stores, located across the UK.

Founded over 25 years ago as a family business, selling cookware sets by direct mail in the UK, ProCook has grown into a market leading, multi-channel specialist kitchenware company, employing over 600 colleagues, and operating from its Store Support Centre in Gloucester.

As a B Corp, a Real Living Wage employer and a certified Great Place to Work™, ProCook is committed to being a socially responsible and environmentally conscious business for the benefit of all stakeholders.

ProCook has been listed on the London Stock Exchange since November 2021 (PROC.L).

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Dan Walden
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Financial 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	ProCook Group plc
b)	LEI	213800RWZMK3ARHMUN52
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of</b>	

	<b>transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>										
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 1 pence each in the capital of ProCook Group plc  GB00BNRR8331									
b)	Nature of the transaction	Sale and repurchase by way of Bed and ISA transaction									
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th><th>Price</th><th>Volume</th></tr> </thead> <tbody> <tr> <td>Shares sold</td><td>34.0p</td><td>47,064</td></tr> <tr> <td>Shares purchased by ISA</td><td>34.2p</td><td>46,783</td></tr> </tbody> </table>		Price	Volume	Shares sold	34.0p	47,064	Shares purchased by ISA	34.2p	46,783
	Price	Volume									
Shares sold	34.0p	47,064									
Shares purchased by ISA	34.2p	46,783									
d)	Aggregated information  - Aggregated volume  - Price	 n/a  n/a									
e)	Date of the transaction	16 April 2025									
f)	Place of the transaction	London Stock Exchange									

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a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 1 pence each in the capital of ProCook Group plc  GB00BNRR8331						
b)	Nature of the transaction	Transfer of shares to Nina Walden, person closely associated with Dan Walden						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th><th>Volume</th><th></th></tr> </thead> <tbody> <tr> <td>nil</td><td>44,316</td><td></td></tr> </tbody> </table>	Price	Volume		nil	44,316	
Price	Volume							
nil	44,316							
d)	Aggregated information  - Aggregated volume  - Price	 Single transaction  						
e)	Date of the transaction	17 April 2025						
f)	Place of the transaction	Outside of a trading venue						

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>							
a)	Name	Nina Walden						
<b>2</b>	<b>Reason for the notification</b>							
a)	Position/status	PCA of Chief Financial Officer, PDMR						
b)	Initial notification /Amendment	Initial notification						
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a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 1 pence each in the capital of ProCook Group plc  GB00BNRR8331						
b)	Nature of the transaction	Receipt of shares from Dan Walden						
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td><td>Volume</td><td></td></tr> <tr> <td>nil</td><td>44,316</td><td></td></tr> </table>	Price	Volume		nil	44,316	
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d)	Aggregated information										
	- Aggregated volume	n/a									
	- Price	n/a									
e)	Date of the transaction	22 April 2025									
f)	Place of the transaction	London Stock Exchange									

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