

M.P. Evans Group Plc
(the "Company" or "M.P. Evans")

Director/PDMR Shareholding

The Company has today been notified of the exercise of share options under the M.P. Evans Group PLC Long Term Incentive Scheme by Mr. M H Coulson, a director of the Company. Mr. M H Coulson exercised share options over 13,748 shares of 10p each in the capital of the Company ("Shares"), granted at nil cost per Share and were due to expire on 13 December 2031. Simultaneously, Mr. M H Coulson sold 6,448 Shares at £9.84 per Share in order to fund the tax and national insurance liabilities resulting from the exercise of the share options. In addition, Mr. M H Coulson transferred the remaining 7,300 Shares to his wife, Mrs. N Coulson.

As a result of this exercise of options, Mr. M H Coulson's attributable shareholding is 32,700 Shares, representing approximately 0.06% of the Company's issued ordinary share capital.

This award was satisfied out of Shares held by the Trustee of the M.P. Evans Group 2018 Employees' Benefit Trust. Therefore, the total number of Shares with voting rights in the Company remains at 52,176,292. This figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in the Group under the Financial Conduct Authority's Disclosure Guidance and Transparency Rules.

The notification below, provided in accordance with the requirements of the UK Market Abuse Regulation, provides further details.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Matthew Harrison Coulson
2	Reason for the notification	
a)	Position/status	Chief executive
b)	Initial notification/Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	M.P. Evans Group PLC
b)	LEI	2138003IBXJUCR4SZG26
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	Shares of 10 pence per share in M.P. Evans Group PLC ("Shares"). Identification code: ISIN GB007538100
b)	Nature of the transaction	a) Exercise of options over Shares b) Sale of shares c) Transfer of shares
c)	Price(s) and volume(s)	a) Price: Nil Volume: 13,748 b) Price: 984 pence Volume: 6,448 c) Price: Nil Volume: 7,300

d)	Aggregated information	a) N/A b) N/A c) N/A
	Date of transaction	22 April 2025
f)	Place of transaction	a) Outside a trading venue b) London Stock Exchange (XLON): AIM c) Outside a trading venue

Enquiries:

M.P. Evans Group PLC

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