

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Kirsteen Vickerstaff
2.	Reason for the notification	
a)	Position/status	General Counsel and Company Secretary
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, type of instrument Identification code	Ordinary shares of £0.01 each in On The Beach Group plc Identification code for On The Beach Group plc ordinary shares: GB00BYM1K758
b)	Nature of the transaction	Purchase of ordinary shares under the Company's share incentive plan ("SIP").
c)	Price(s) and volume(s)	Price(s): 266.28p Volume(s): 38
d)	Aggregated Information Aggregated volume Prices	N/A
e)	Date of the transaction	22/04/2025
f)	Place of the transaction	London Stock Exchange

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Adam Hansen
2.	Reason for the notification	
a)	Position/status	Chief Strategy 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, type of instrument Identification code	Ordinary shares of £0.01 each in On The Beach Group plc Identification code for On The Beach Group plc ordinary shares: GB00BYM1K758
b)	Nature of the transaction	Purchase of ordinary shares under the Company's share incentive plan ("SIP").

c)	Price(s) and volume(s)	Price(s): 266.28p Volume(s): 57
d)	Aggregated Information Aggregated volume Prices	N/A
e)	Date of the transaction	22/04/2025
f)	Place of the transaction	London Stock Exchange

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Jennie Cronin
2.	Reason for the notification	
a)	Position/status	Chief People 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, type of instrument Identification code	Ordinary shares of £0.01 each in On The Beach Group plc Identification code for On The Beach Group plc ordinary shares: GB00BYM1K758
b)	Nature of the transaction	Purchase of ordinary shares under the Company's share incentive plan ("SIP").
c)	Price(s) and volume(s)	Price(s): 266.28p Volume(s): 57
d)	Aggregated Information Aggregated volume Prices	N/A
e)	Date of the transaction	22/04/2025
f)	Place of the transaction	London Stock Exchange

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, type of instrument Identification code	Ordinary shares of £0.01 each in On The Beach Group plc Identification code for On The Beach Group plc ordinary shares: GB00BYM1K758
b)	Nature of the transaction	Purchase of ordinary shares under the Company's share incentive plan ("SIP").
c)	Price(s) and volume(s)	Price(s): 266.28p Volume(s): 676
d)	Aggregated Information Aggregated volume Prices	N/A
e)	Date of the transaction	22/04/2025
f)	Place of the transaction	London Stock Exchange

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@lse.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHIJMLTMTATMFA