

24 April 2025

EUROCELL PLC
(the "Company")

Director/PDMR Shareholding

Eurocell plc (the "**Company**") announces that, on 23 April 2025:

- options granted on 11 April 2023 under the Eurocell plc Deferred Share Plan 2015, to acquire ordinary shares in the Company, were exercised by a director; and
- shares acquired, as a result of the above exercise, were sold by the above director to cover the associated tax and national insurance liabilities.

The notifications set out below, made in accordance with the requirements of the EU Market Abuse Regulation, provides further details.

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

1.	Details of PDMR / person closely associated with them ("PCA")		
a)	Name	Darren Waters	
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	Eurocell plc	
b)	Legal Entity Identifier	213800RH62IQ7S9OFQ55	
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	Ordinary shares of £0.001 each in the Company ("Ordinary Shares") ISIN Number GB00BVV2KN49	
b)	Nature of the transaction	Exercise of nil-cost options to acquire ordinary shares under the Eurocell plc Deferred Share Plan 2015	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£nil (option price)	462,964
d)	Aggregated information <ul style="list-style-type: none">- Aggregated volume- Aggregated price- Aggregated total	N/A - single transactions	
e)	Date of the transaction	23 April 2025	
f)	Place of the transaction	Outside a trading venue	

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a)	Position / status	Chief Executive Officer				
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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	Ordinary shares of £0.001 each in the Company ("Ordinary Shares") ISIN Number GB00BVV2KN49				
b)	Nature of the transaction	Sale of ordinary shares, acquired under the Eurocell plc Deferred Share Plan 2015, to cover the associated tax and national insurance liabilities				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£1.4901</td> <td>218,688</td> </tr> </table>	Price(s)	Volume(s)	£1.4901	218,688
Price(s)	Volume(s)					
£1.4901	218,688					
d)	Aggregated information	N/A - single transactions				
e)	Date of the transaction	23 April 2025				
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)				

For further information:

Eurocell plc 01773 842 100

Vicky Williams
Group Company Secretary

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