

24 April 2025

Ramsdens Holdings PLC
("Ramsdens", the Group, or the "Company")

Director/PDMR Shareholding

Ramsdens, the diversified financial services provider and retailer, announces that on 24 April 2025, the Company

adopted its Long-Term Incentive Plan 8 (the "Plan"). The Plan follows the principles of the Group's existing LTIPs, in

recognising the contribution of the management team for the three years to FY27. The intention to grant the potential conditional awards was disclosed in Ramsdens' 2024 Annual Report and Accounts, published on 14 January 2025.

In accordance with the Group's remuneration strategy, the Plan extends to five members of the Senior Management Team, including CEO Peter Kenyon and CFO Martin Clyburn (the "Executive Directors"). The award grants options over 1p Ordinary Shares in the capital of the Company (the "Shares"), with vested awards under the Plan exercisable at 1 pence per share.

The Executive Directors have been granted a total of 180,000 LTIP shares, to vest in 2027 in accordance with the Plan rules and subject to the achievement of performance targets, with 50% of any award linked to targeted increases in the Earnings per Share of the Company, and the remaining 50% of any award based on the delivery of the Total Shareholder Return. These targets will be measured over the three financial years to 30 September 2027.

These grants represent the maximum possible share awards to the Executive Directors should the performance targets be achieved in full. The Plan rules include malus and clawback provisions.

A further 110,000 LTIP shares have been issued pursuant to the Plan to three members of the Senior Management Team, including Michael Johnson (Operations Director), Jason Carr (IT Director) and Mark Smith (Finance Director) with the same performance criteria and rules.

The following table summarises the awards issued.

Name	Role	Number of LTIP shares awarded
Peter Kenyon	CEO (Director)	100,000
Martin Clyburn	CFO (Director)	80,000
Michael Johnson	Operations Director of trading subsidiary (PDMR)	50,000
Jason Carr	IT Director of trading subsidiary (PDMR)	30,000
Mark Smith	Finance Director of trading subsidiary (PDMR)	30,000

DEALING NOTIFICATION FORM FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED PERSONS

1.	Details of the person discharging managerial responsibilities/person closely associated
a)	Name: Peter Kenyon
2.	Reason for the notification
a)	Position/status: CEO
b)	Initial notification/Amendment: Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor
a)	Name: Ramsdens Holdings PLC
b)	LEI: 2138009OAUOROKMFPK95
4	Details of the transaction(s): section to be repeated for (i) each time

7.	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: Ordinary shares of 1p each. Identification code: GB00BDR6V192		
b)	Nature of the transaction: Grant of options pursuant to LTIP		
c)	Prices	Volumes	
	1p	100,000	
d)	Aggregated information: N/A		
e)	Date of the transaction: 24 April 2025		
f)	Place of the transaction: Outside a trading venue		

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name: Martin Clyburn		
2.	Reason for the notification		
a)	Position/status: CFO		
b)	Initial notification/Amendment: Initial Notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name: Ramsdens Holdings PLC		
b)	LEI: 2138009OAUOROKMF95		
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: Ordinary shares of 1p each. Identification code: GB00BDR6V192		
b)	Nature of the transaction: Grant of Options pursuant to LTIP		
c)	Prices	Volumes	
	1p	80,000	
d)	Aggregated information: N/A		
e)	Date of the transaction: 24 April 2025		
f)	Place of the transaction: Outside a trading venue		

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name: Michael Johnson		
2.	Reason for the notification		
a)	Position/status: Operations Director of trading subsidiary (PDMR)		
b)	Initial notification/Amendment: Initial Notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name: Ramsdens Holdings PLC		
b)	LEI: 2138009OAUOROKMF95		
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: Ordinary shares of 1p each.		

	Identification code: GB00BDR6V192				
b)	Nature of the transaction: Grant of options pursuant to LTIP				
c)	<table border="1"> <tr> <td>Prices</td><td>Volumes</td></tr> <tr> <td>1p</td><td>50,000</td></tr> </table>	Prices	Volumes	1p	50,000
Prices	Volumes				
1p	50,000				
d)	Aggregated information: N/A				
e)	Date of the transaction: 24 April 2025				
f)	Place of the transaction: Outside a trading venue				

1.	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name: Jason Carr				
2.	Reason for the notification				
a)	Position/status: IT Director of trading subsidiary				
b)	Initial notification/Amendment: Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name: Ramsdens Holdings PLC				
b)	LEI: 2138009OAUOROKMFPK95				
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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Prices	Volumes				
1p	30,000				
d)	Aggregated information: N/A				
e)	Date of the transaction: 24 April 2025				
f)	Place of the transaction: Outside a trading venue				

1.	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name: Mark Smith				
2.	Reason for the notification				
a)	Position/status: Finance Director of trading subsidiary				
b)	Initial notification/Amendment: Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name: Ramsdens Holdings PLC				
b)	LEI: 2138009OAUOROKMFPK95				
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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d)	Aggregated information: N/A				
e)	Date of the transaction: 24 April 2025				

e)	Date of the transaction: 24 April 2020
f)	Place of the transaction: Outside a trading venue

Enquiries:

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About Ramsdens

Ramsdens is a growing, diversified, financial services provider and retailer, operating in the four core business segments of foreign currency exchange, pawnbroking loans, precious metals buying and selling and retailing of second hand and new jewellery.

Ramsdens does not offer unsecured high-cost short term credit.

Headquartered in Middlesbrough, the Group operates from 169 stores within the UK (including one franchised store) and has a growing online presence.

Ramsdens is fully FCA authorised for its pawnbroking and credit broking activities.

www.ramsdensplc.com
www.ramsdensjewellery.co.uk
www.ramsdenscurrency.co.uk
www.ramsdenspawnbrokers.co.uk
www.ramsdensgoldbuying.co.uk

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