

25 April 2025

NEXT plc ("the Company")

Notification of Transactions by Persons Discharging Managerial Responsibilities and Persons Closely Associated with Them

The following notification is made under article 19 of the UK Market Abuse Regulation and relates to the conditional awards granted to executive directors on 25 April 2025 under the Company's Deferred Share Bonus Plan ("DB Plan").

In accordance with the Company's Remuneration Policy and as most recently disclosed in the Annual Report and Accounts, the executive directors' annual bonus in excess of 100% of base salary is payable in shares, deferred for a period of two years. The extent the awards vest, dividend equivalents will be accrued.

For the year ended January 2025, the executive directors earned an annual bonus of 108% of base salary. The share entitlements were calculated and awarded on Friday 25 April 2025 based on the closing price of NEXT plc shares on that date.

1	Details of the person discharging managerial responsibilities ("PDMR") / person closely associated ("PCA")																				
a)	Name	1. Lord Wolfson of Aspley Guise 2. Jonathan Blanchard 3. Richard Papp 4. Jane Shields 5. Jeremy Stakol																			
2	Reason for the notification																				
a)	Position/status	1. Chief Executive (PDMR) 2. Chief Financial Officer (PDMR) 3. Group Merchandise and Operations Director (PDMR) 4. Group Sales, Marketing and HR Director (PDMR) 5. Group Investments, Acquisitions and Third Party Brands Director (PDMR)																			
b)	Initial notification /Amendment	Initial notification																			
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor																				
a)	Name	NEXT plc																			
b)	LEI	213800WQD8ECPZP9PH98																			
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 £0.10 each  GB0032089863																			
b)	Nature of the transaction	Conditional award of shares under the DB Plan.  1. Lord Wolfson of Aspley Guise - 628 2. Jonathan Blanchard - 399 3. Richard Papp - 465 4. Jane Shields - 465 5. Jeremy Stakol - 399																			
c)	Price(s) and volume(s)	<table><tr><td>Lord Wolfson of Aspley Guise</td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Jonathan Blanchard</td><td>Nil</td><td>628</td></tr><tr><td>Richard Papp</td><td>Nil</td><td>399</td></tr><tr><td>Jane Shields</td><td>Nil</td><td>465</td></tr><tr><td>Jeremy Stakol</td><td>Nil</td><td>465</td></tr><tr><td></td><td>Nil</td><td>399</td></tr></table>		Lord Wolfson of Aspley Guise	Price(s)	Volume(s)	Jonathan Blanchard	Nil	628	Richard Papp	Nil	399	Jane Shields	Nil	465	Jeremy Stakol	Nil	465		Nil	399
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	Nil	399																			

d)	Aggregated information - Aggregated volume - Price	N/A single transaction
e)	Date of the transaction	25 April 2025
f)	Place of the transaction	Outside a trading venue

Seonna Anderson  
**Company Secretary**

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