

2 May 2025

4imprint Group plc (the "Company")

Director/PDMR Incentive Plan Awards

The Company received notification on 30 April 2025 from Michelle Bruwicki, informing it that her award granted on 9 December 2024 had vested in respect of 3,667 ordinary shares of 38 6/13 pence each in the Company ("Ordinary Shares"), pursuant to the 4imprint Group plc Long Term Incentive Plan (the "Plan"). The award was net settled in respect of 1,174 Ordinary Shares withheld to cover statutory tax liabilities, and the Company also received notification that, on 2 May 2025, Michelle sold a further 550 Ordinary Shares at a price of £31.20 per share in order to meet the remaining tax liabilities arising on the vesting of the share awards.

These transactions, in accordance with the rules of the Plan, represent the vesting of buyout awards granted to Michelle on her joining the Company. As a result, the total interests of Michelle Bruwicki in the Company are 1,943 Ordinary Shares, representing 0.01% of the Company's issued share capital.

Emma Taylor

Company Secretary

4imprint Group plc

Tel: + 44 (0) 20 3709 9680

Email: hq@4imprint.co.uk

The notification below, made in accordance with the requirements of the EU Market Abuse Regulations, provides further detail in respect of the transaction as described above.

1.	Details of the person discharging managerial responsibilities / person closely associated	
a.	Name	Michelle Bruwicki
2.	Reason for the notification	
a.	Position/status	Chief Financial Officer
b.	Initial notification/Amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a.	Name	4imprint Group plc
b.	LEI	213800G95T751RN2CT94
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 38 6/13 pence GB0006640972
b.	Nature of the transaction	Vesting of share awards under the 4imprint Long Term Incentive Plan
c.	Price(s) and volume(s)	Price(s) Volume(s)

		Nil	3,667	
d.	Aggregated information • <i>Aggregated volume</i> • <i>Price</i>	3,667 Nil		
e.	Date of the transaction	30 April 2025		
f.	Place of the transaction	Outside of a trading venue		
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 38 6/13 pence GB0006640972		
b.	Nature of the transaction	Subsequent net settlement and sale of shares to meet tax liabilities arising on vesting of conditional share awards		
c.	Price(s) and volume(s)	Price(s) £34.00 £31.20	Volume(s) 1,174 550	(net settlement) (sale)
d.	Aggregated information • <i>Aggregated volume</i> • <i>Price</i>	1,724 £33.11		
e.	Date of the transaction	2 May 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 rns@seg.com or visit www.rns.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

DSHFLFSSEEIFIIIE