

Creightons plc
Director/PDMR Shareholding

Notification of transactions by persons discharging managerial responsibilities ("PDMR")

Creightons plc ("Creightons", "the Company" or "the Group"), the British-based beauty and well-being brand owner and manufacturer, announces that Jemima Bird, Non-Executive Director, acquired 77,669 ordinary shares of 1 pence each in the Company ("Ordinary Share"). Following the purchases, Mrs Bird holds 112,880 Ordinary Shares in the Company.

The Notifications of Dealings are set out below.

The following transactions have been notified to the Company pursuant to Article 19.1(a) of the UK Market Abuse Regulation ("MAR"). These notifications are issued in accordance with Article 19.3 of MAR.

1	Details of the person discharging managerial responsibilities/person closely associated								
a)	Name:	Jemima Bird							
2	Reason for the notification								
a)	Position/Status:	PDMR (Non-Executive Director)							
b)	Initial Notification/Amendment:	Initial Notification							
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor								
a)	Name:	Creightons plc							
b)	LEI:	213800WROWAJUBGSAJ57							
4.	Details of 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 1 pence each							
b)	Identification code:	ISIN: GB0002341666							
b)	Nature of the transaction:	Acquisition of Ordinary Shares							
c)	Price(s) and volume(s):	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>0.3179</td><td>31,418</td></tr><tr><td>0.3196</td><td>31,251</td></tr></table>		Price	Volume	0.3179	31,418	0.3196	31,251
Price	Volume								
0.3179	31,418								
0.3196	31,251								
d)	Aggregated volume: Price:	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>0.319</td><td>62,669</td></tr></table>		Price	Volume	0.319	62,669		
Price	Volume								
0.319	62,669								
e)	Date of the Transaction:	2025-05-01							
f)	Place of the Transaction:	XLON:AIM							

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2	Reason for the notification	
a)	Position/Status:	PDMR (Non-Executive Director)
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a)	Name:	Creightons plc				
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a)	Description of the financial instrument:	Ordinary Shares of 1 pence each				
b)	Identification code:	ISIN: GB0002341666				
b)	Nature of the transaction:	Acquisition of Ordinary Shares				
c)	Price(s) and volume(s):	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>0.34</td><td>15,000</td></tr></table>	Price	Volume	0.34	15,000
Price	Volume					
0.34	15,000					
d)	Aggregated volume: Price:	Single Transaction				
e)	Date of the Transaction:	2025-05-02				
f)	Place of the Transaction:	XLON:AIM				

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