

9 May 2025

Carr's Group plc
("Carr's", the "Company", or the "Group")
Director/PDMR Shareholdings

Carr's (CARR.L), the Agriculture and Engineering Group, announces that the following awards of options ("Options") were made on 8 May 2025 ("Award Date"), pursuant to the Company's Long Term Incentive Plan 2023 (the "LTIP"), to certain PDMRs over ordinary shares in the Company of 2.5p each ("Ordinary Shares"):

PDMR	Number of Ordinary Shares
Paula Robertson	28,488

The Options were awarded for nil-cost subject to the rules of the LTIP and will be exercisable from the third anniversary of the Award Date to the tenth anniversary of the Award Date.

Vesting of the Options is subject to performance targets based upon the Company's adjusted Earnings Per Share ("EPS") and Return on Capital Employed ("ROCE") over a three-year performance period covering the financial years 2024/25, 2025/26 and 2026/27 ("Performance Period") as follows:

Adjusted EPS (75% weighting)

	Threshold	Maximum
Target	20% average annual growth in adjusted EPS	35% average annual growth in adjusted EPS
Vesting	25%	100%

ROCE (25% weighting)

	Threshold	Maximum
Target	12% average over 3 years FY25-FY27	15% average over 3 years FY25-FY27
Vesting	25%	100%

Vesting is adjusted on a straight-line basis between threshold and maximum targets. Growth in adjusted EPS is calculated from a base adjusted EPS of 2.5p. ROCE is calculated from an initial base of 6.2% and is measured on an average basis over the three-year Performance Period, with measurements taken at each half year and full year reporting date, beginning with the results at 28 February 2025 and continuing to 31 August 2027 (inclusive).

The following information is included in accordance with Article 19(3) of the Market Abuse Regulation (No. 596/2014):

1. Details of the person discharging managerial responsibilities/person closely associated	
a) Name	Paula Robertson
2. Reason for the notification	
a) Position/status	Company Secretary
b) Initial notification/Amendment	Initial Notification
3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a) Name	Carr's Group plc
b) LEI	213800HTIKPQV98RA653
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 £0.025 each
b) Identification Code	GB00BRK01058
c) Nature of transactions	Grant of award pursuant to the Company's Long

c) Nature of transactions	Grant or award pursuant to the Company's Long Term Incentive Plan 2023	
d) Price(s) and Volume(s)	Price(s) 1. Nil-Cost	Volume(s) 28,488
e) Aggregated information: i. Aggregated volume ii. price	N/A	
f) Date of the transaction	8 May 2025	
g) Place of the transaction	Outside trading venue	

Enquiries:

Carr's Group plc

01228 554 600

Fiona Rodford (Remuneration Committee Chair)

Paula Robertson (Company Secretary)

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