

FOR IMMEDIATE RELEASE

LEI: 213800QGNIWTFMENJ24

15 May 2025

SSP Group plc
(the "Company")

Notification of transactions by Persons Discharging Managerial Responsibility ("PDMRs")

The Company has been notified that on 14 May 2025 the persons set out in the table below, each being a PDMR, acquired ordinary shares of 1^{17/200} pence in the capital of the Company ("Shares") under the Partnership Shares element of the Company's UK Share Incentive Plan ("UK SIP") at a price of £1.6665 per Share and were also awarded Shares at nil consideration under the Matching Share element of the UK SIP.

The UK SIP is a share plan available to all of the Company's UK employees, subject to qualifying conditions. The UK SIP is administered by Computershare Trustees Limited, a UK incorporated company, who is the registered holder of the Shares.

The relevant notifications set out below are provided in accordance with the requirements of the UK Market Abuse Regulation.

1	Details of the persons discharging managerial responsibility													
a)	Name	1. Jonathan Davies 2. Kari Daniels 3. Jeremy Fennell												
2	Reason for the notification													
a)	Position/status	1. Deputy Group CEO & CFO 2. CEO - UK & Ireland 3. Group Chief Operating Officer												
b)	Initial notification/amendment	Initial notification												
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor													
a)	Full name of the entity	SSP Group plc												
b)	Legal Entity Identifier Code	213800QGNIWTFMENJ24												
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 1 ^{17/200} pence												
b)	Identification Code	GB00BGBN7C04												
c)	Nature of the transaction	Purchase of Partnership Shares and allocation of Matching Shares under the UK SIP.												
d)	Currency	GBP - British Pound												
e)	Price(s) and Volume(s)	Partnership Shares <table border="1"><thead><tr><th>Price(s) per share</th><th>Volume(s)</th></tr></thead><tbody><tr><td>1. £1.6665</td><td>1. 75</td></tr><tr><td>2. £1.6665</td><td>2. 90</td></tr><tr><td>3. £1.6665</td><td>3. 90</td></tr></tbody></table> Matching Shares <table border="1"><thead><tr><th>Price(s) per share</th><th>Volume(s)</th></tr></thead><tbody><tr><td>1. £0.00</td><td>1. 37</td></tr></tbody></table>	Price(s) per share	Volume(s)	1. £1.6665	1. 75	2. £1.6665	2. 90	3. £1.6665	3. 90	Price(s) per share	Volume(s)	1. £0.00	1. 37
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g)	Date of transaction	14 May 2025																								
h)	Place of transaction	London Stock Exchange (XLON)																								

For further information, please contact:

SSP Group plc

Fiona Scattergood, Group General Counsel & Company Secretary

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