

20 May 2025

ON THE BEACH GROUP PLC
(the "Company")

Notification of transaction by Person Discharging Managerial Responsibilities ("PDMR")

The information below is provided in accordance with Article 19 of the UK Market Abuse Regulation.

1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Jennie Cronin	
2.	Reason for the notification		
a)	Position / status	Chief People Officer	
b)	Initial notification / amendment	Initial Notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	On the Beach Group plc	
b)	LEI	213800K51Y9BZY7F9R69	
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 Identification code	Ordinary shares of 1 pence GB00BYM1K758	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Sale of shares	
		Price(s)	Volume(s)
		245.41p per share	8,878
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	19 May 2025	
f)	Place of the transaction	London Stock Exchange	

For further information:

On the Beach Group plc

c/o FTI Consulting

Kirsteen Vickerstaff, General Counsel & Company Secretary

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