

21 May 2025

Likewise Group plc

("Likewise", or the "Company")

Director Dealing

Likewise Group plc (AIM:LIKE), the fast growing UK floor coverings distributor, announces that it has been notified that, Chairman Paul Bassi, has purchased 500,000 ordinary shares of 1 pence each in the Company ("Shares").

Following the purchase, Paul is beneficially interested in the voting capital of the Company as follows:

Shareholder	Role	Number of Shares purchased	Total Shares beneficially interested in	Percentage of voting rights
Paul Bassi	Chairman	500,000	3,500,000	1.42%

For further information, please contact:

<b>Likewise Group plc</b> Tony Brewer, Chief Executive	Tel: +44 (0) 121 817 2900
<b>Zeus (Nominated Adviser and Joint Broker)</b> Jordan Warburton / David Foreman / James Edis (Investment Banking) Dominic King / Fraser Marshall (Corporate Broking)	Tel: +44 (0) 20 3829 5000
<b>Ravenscroft (Joint Broker)</b> Semelia Hamon (Corporate Finance)	Tel: +44 (0) 1481 735 340

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

In accordance with Article 19 of the UK Market Abuse Regulation, detailed information is set out below.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Paul Bassi
2	Reason for the notification	
a)	Position/Status:	Non-Executive Chairman
b)	Initial Notification/Amendment:	Initial Notification
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor	
a)	Name:	Likewise Group plc
b)	LEI:	2138007L822RL2CXMV34
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 £0.01

	Identification code:	ISIN: GBOUBHNVH003	
b)	Nature of the transaction:	Purchase of Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		19.038 pence	500,000
d)	Aggregated volume: Price:	N/A - Single transaction	
e)	Date of the Transaction:	16 May 2025	
f)	Place of the Transaction:	London Stock Exchange	

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