

**C&C Group plc ("C&C" or "the Group")**

**Notification of Transactions by Persons Discharging Managerial Responsibilities and Persons Closely Associated with them**

C&C has been informed that, on 15 May 2025, the PDMRs detailed below purchased through the Company's UK administered Share Incentive Plan ('SIP') and Irish administered Revenue Approved Profit-Sharing Scheme ('APSS'), ordinary shares in the Company ('Partnership Shares' under the SIP and 'Contributory Shares' under the APSS). Under the terms of the SIP/APSS, each eligible employee can choose to purchase Partnership Shares/Contributory Shares from their gross pay as a lump sum or as a monthly contribution, and the share purchases are matched by C&C ('Matching Shares').

Name of PDMR	Partnership/Contributory Shares purchased	Matching awarded Shares	Price
Cara Chambers	34	34	£1.496
Barry Sheehan	81	81	€1.776201

The notifications required in accordance with DTR 3.1 and Article 19 of the UK Market Abuse Regulation, are as follows:

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	Cara Chambers					
2	Reason for the notification						
a)	Position/status	Person discharging managerial responsibilities (Chief Marketing Officer)					
b)	Initial Notification Amendment	Initial Notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	C&C Group plc					
b)	LEI	635400LNUHA2LDXXV850					
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 Identification code	Ordinary Shares of €0.01 each  ISIN: IE00B010DT83					
b)	Nature of the transaction	Purchase of Partnership Shares and Matching Shares awarded by the Company under the SIP.					
c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>£1.496</td><td>68 (34 Partnership Shares and 34 Matching Shares)</td></tr></table>	Price(s)	Volume(s)	£1.496	68 (34 Partnership Shares and 34 Matching Shares)	
Price(s)	Volume(s)						
£1.496	68 (34 Partnership Shares and 34 Matching Shares)						
d)	Aggregated information - Aggregated volume - Price	<table><tr><th>Aggregated volume</th><th>Aggregated price</th></tr><tr><td>68</td><td>£101.73</td></tr></table>	Aggregated volume	Aggregated price	68	£101.73	
Aggregated volume	Aggregated price						
68	£101.73						
e)	Date of the transaction	15 May 2025					
f)	Place of the transaction	London Stock Exchange (XLON)					

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Barry Sheehan
2	Reason for the notification	
a)	Position/status	Person discharging managerial responsibilities (Chief Commercial Officer)
b)	Initial Notification Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	C&C Group plc
b)	LEI	635400LNUHA2LDXXV850

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 Identification code	<b>Ordinary Shares of €0.01 each</b>  <b>ISIN: IE00B010DT83</b>	
b)	Nature of the transaction	<b>Purchase of Contributory Shares and Matching Shares awarded by the Company under the APSS.</b>	
c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		€1.776201	162 (81 Contributory Shares and 81 Matching Shares)
d)	Aggregated information - Aggregated volume - Price	<b>Aggregated volume</b>	<b>Aggregated price</b>
		162	€287.74
e)	Date of the transaction	<b>15 May 2025</b>	
f)	Place of the transaction	<b>London Stock Exchange (XLON)</b>	

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