

22 May 2025

Likewise Group plc
("Likewise" or the "Company")
Grant of SAYE Options and PDMR Dealing

Likewise Group plc (AIM:LIKE), the fast growing UK floor coverings distributor, announces that it has closed its 2025 Save As You Earn ("SAYE") Scheme for all eligible employees.

Options were granted to 69 employees over a total of 3,110,144 ordinary shares of £0.01 each ("Ordinary Shares") in the share capital of the Company under its employee Save As You Earn share option scheme in accordance with HMRC rules, of which 2,071,814 vest in three years' time and 1,038,330 vest in five years' time. The 2025 SAYE options have an exercise price, calculated in accordance with the rules of the SAYE scheme, of 15 pence.

Details of the grant to the Company's PDMR who elected to subscribe for options in the 2025 SAYE scheme are shown below:

Director / PDMR	Role	Number of Ordinary Shares over which options granted
Adrian Laffey	Mainstream Residential Director	207,666

For further information, please contact:

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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:	Adrian Laffey
2	Reason for the notification	
a)	Position/Status:	PDMR
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: Identification code:	Ordinary shares of £0.01 ISIN: GB00BHNWH003	
b)	Nature of the transaction:	Grant of option to acquire ordinary shares under the Company's SAYE scheme	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£0.15	207,666
d)	Aggregated volume: Price:	As above	
e)	Date of the Transaction:	22 May 2025	
f)	Place of the Transaction:	London Stock Exchange	

ENDS

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