

Creightons plc
Director/PDMR Shareholding

Notification of transactions by persons discharging managerial responsibilities ("PDMR")

Creightons plc ("Creightons", "the Company" or "the Group"), the British-based beauty and well-being brand owner and manufacturer, announces that **Jemima Bird**, Non-Executive Director, acquired 40,790 ordinary shares of 1 pence each in the Company ("Ordinary Share") at a price of £0.3674 per Ordinary Share today. Following the purchase, Mrs Bird holds 153,670 Ordinary Shares in the Company.

The Notification of Dealing is set out below.

The following transaction has been notified to the Company pursuant to Article 19.1(a) of the UK Market Abuse Regulation ("MAR"). This notification is issued in accordance with Article 19.3 of MAR.

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name:	Jemima Bird					
2	Reason for the notification						
a)	Position/Status:	PDMR (Non-Executive Director)					
b)	Initial Notification/Amendment:	Initial Notification					
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor						
a)	Name:	Creightons plc					
b)	LEI:	213800WROWAJUBGSAJ57					
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 1 pence each					
b)	Identification code:	ISIN: GB0002341666					
b)	Nature of the transaction:	Acquisition of Ordinary Shares					
c)	Price(s) and volume(s):	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>£0.3674</td><td>40,790</td></tr></table>		Price	Volume	£0.3674	40,790
Price	Volume						
£0.3674	40,790						
d)	Aggregated volume: Price:	Single Transaction					
e)	Date of the Transaction:	2025-05-22					
f)	Place of the Transaction:	XLON:AIM					

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