

**Huddled Group plc**  
("Huddled", the "Company" or the "Group")

**PDMR Dealings**

Huddled Group plc (AIM: HUD), the circular economy e-commerce business, announces that it was notified on 27 May 2025 of the following PDMR dealings made in its ordinary shares<sup>1</sup>.

As announced on 23 May 2025, the Company has issued deferred consideration shares relating to the acquisition of Huddled Holdings Limited (formerly Huddled Group Limited) at 2.64 pence per Ordinary Share, based on the price at the time of the acquisition. Certain PDMRs, and persons closely associated ("PCA"), were issued shares as follows:

Director / PDMR	Ordinary Shares received
Martin Higginson (Group Chief Executive Officer)	1,194,986
Samuel Higginson (Group Brand Director)	281,836
M Capital Investment Properties Ltd (PCA of Martin Higginson)	2,493,687
Daniel Wortley (Group Finance Director)	429,800

M Capital Investment Properties Limited, a company wholly owned by Martin Higginson, subsequently acquired 1,194,986 Ordinary Shares from Martin Higginson and 281,836 from Samuel Higginson, also at a price of 2.64 pence per Ordinary Share.

Following these transactions, Martin Higginson (including PCAs) and Daniel Wortley hold the following number of Ordinary Shares in the Company:

Director / PDMR	Shareholding	% of issued share capital
Martin Higginson	55,694,980	16.16%
Daniel Wortley	5,695,673	1.65%

<sup>1</sup>ordinary shares of 0.040108663 pence each in the Company ("Ordinary Shares")

For further information please visit [www.huddled.com/investors](http://www.huddled.com/investors), or contact:

**Huddled Group plc**

Martin Higginson  
Daniel Wortley  
Paul Simpson

[investors@huddled.com](mailto:investors@huddled.com)

**Zeus (Nominated Adviser and Sole Broker)**

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Dominic King

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(Corporate Broking)

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Rebecca Sanders-Hewett  
Sam Modlin

[huddled@almastrategic.com](mailto:huddled@almastrategic.com)

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

<b>1</b>		
a)	Name:	i. Martin Higginson ii. Samuel Higginson iii. M Capital Investment Properties Limited
<b>2</b>		
a)	Position/Status:	i. Group CEO

		ii. Group Brand Director iii. PCA of Martin Higginson												
b)	Initial Notification/Amendment:	i. Initial Notification ii. Initial Notification iii. Initial Notification												
<b>3</b>														
a)	Name:	Huddled Group plc												
b)	LEI:	894500TW3TTWSJ7DYP93												
<b>4.</b>														
a)	Description of the financial instrument: Identification code:	Ordinary Shares of 0.040108663 pence Identification code (ISIN) for Huddled Group plc ordinary shares: GB00BD5JRP64												
b)	Nature of the transaction:	i. Receipt of deferred consideration shares ii. Receipt of deferred consideration shares iii. Receipt of deferred consideration shares												
c)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th></th><th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>i.</td><td>2.64p</td><td>1,194,986</td></tr> <tr> <td>ii.</td><td>2.64p</td><td>281,836</td></tr> <tr> <td>iii.</td><td>2.64p</td><td>2,493,687</td></tr> </tbody> </table>		Price(s)	Volume(s)	i.	2.64p	1,194,986	ii.	2.64p	281,836	iii.	2.64p	2,493,687
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ii.	2.64p	281,836												
iii.	2.64p	2,493,687												
d)	Aggregated volume: Price:	i. See above ii. See above iii. See above												
e)	Date of the Transaction:	i. 27 May 2025 ii. 27 May 2025 iii. 27 May 2025												
f)	Place of the Transaction:	i. Off market ii. Off market iii. Off market												

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f)	Place of the Transaction:	i. ii. iii.	Off market Off market Off market

<b>1</b>								
a)	Name:	Daniel Wortley						
<b>2</b>								
a)	Position/Status:	Group Finance Director						
b)	Initial Notification/Amendment:	Initial Notification						
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a)	Name:	Huddled Group plc						
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b)	Nature of the transaction:	Receipt of deferred consideration shares						
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