

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 shares¹.

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% |

¹ordinary shares of 0.040108663 pence each in the Company ("Ordinary Shares")

For further information please visit www.huddled.com/investors, or contact:

Huddled Group plc

Martin Higginson
Daniel Wortley
Paul Simpson

investors@huddled.com

Zeus (Nominated Adviser and Sole Broker)

Nick Cowles, James Hornigold, Alex Campbell-Harris
Dominic King

Tel + 44 (0) 203 829 5000

(Investment Banking)
(Corporate Broking)

Alma Strategic Communications (Financial PR)

Rebecca Sanders-Hewett
Sam Modlin

huddled@almastrategic.com

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

| | | |
|----|------------------|---|
| 1 | | |
| a) | Name: | i. Martin Higginson ii. Samuel Higginson iii. M Capital Investment Properties Limited |
| 2 | | |
| 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 | | | | | | | | | | | | |
| 3 | | | | | | | | | | | | | | |
| a) | Name: | Huddled Group plc | | | | | | | | | | | | |
| b) | LEI: | 894500TW3TTWSJ7DYP93 | | | | | | | | | | | | |
| 4. | | | | | | | | | | | | | | |
| 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 |
| | Price(s) | Volume(s) | | | | | | | | | | | | |
| i. | 2.64p | 1,194,986 | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | |

| 1 | | | | | | | | | | | | | | | | | |
|--------------------|--|--|--|----------|-----------|----|-------|-----------|-----|-------|---------|--------------------|-------|-----------|--------------------|-------|---------|
| a) | Name: | i. Martin Higginson ii. Samuel Higginson iii. M Capital Investment Properties Limited | | | | | | | | | | | | | | | |
| 2 | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | |
| 3 | | | | | | | | | | | | | | | | | |
| a) | Name: | Huddled Group plc | | | | | | | | | | | | | | | |
| b) | LEI: | 894500TW3TTWSJ7DYP93 | | | | | | | | | | | | | | | |
| 4. | | | | | | | | | | | | | | | | | |
| 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. Transfer of deferred consideration shares to M Capital Investment Properties Limited ii. Transfer of deferred consideration shares to M Capital Investment Properties Limited iii. Receipt of transferred deferred consideration shares | | | | | | | | | | | | | | | |
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| i. | 2.64p | 1,194,986 | | | | | | | | | | | | | | | |
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| | | |
|----|------------------------------|---|
| 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 |

| 1 | | | | | | | | |
|----|--|---|--|----------|-----------|--|-------|---------|
| a) | Name: | Daniel Wortley | | | | | | |
| 2 | | | | | | | | |
| a) | Position/Status: | Group Finance Director | | | | | | |
| b) | Initial Notification/Amendment: | Initial Notification | | | | | | |
| 3 | | | | | | | | |
| a) | Name: | Huddled Group plc | | | | | | |
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| e) | Date of the Transaction: | 27 May 2025 | | | | | | |
| f) | Place of the Transaction: | Off market | | | | | | |

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