

17 June 2025

ON THE BEACH GROUP PLC
(the "Company")

Notification of transactions by Person Discharging Managerial Responsibilities ("PDMR")

The Company announces that it has been notified of the following purchases of ordinary shares in the Company by two of its Non-Executive Directors.

Non-Executive Director	Transaction Date	Number of Shares Purchased	Price Per Share	Total Shareholding held by the Non-Executive Directors
Rt Hon Justine Greening	13/06/2025	7,483	264.5897p	11,119
Victoria Self	16/06/2025	3,500	265.649p	3,500

The information below is provided in accordance with Article 19 of the UK Market Abuse Regulation.

1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Rt Hon Justine Greening	
2.	Reason for the notification		
a)	Position / status	Non-Executive Director	
b)	Initial notification / amendment	Initial Notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	On the Beach Group plc	
b)	LEI	213800K51Y9BZY7F9R69	
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	Ordinary shares of 1 pence	
	Identification code	GB00BYM1K758	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Purchase of shares	
		Price(s)	Volume(s)
		264.5897p per share	7,483
d)	Aggregated information	N/A	
	- Aggregated volume		
	- Price		
e)	Date of the transaction	13 June 2025	
f)	Place of the transaction	London Stock Exchange	

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Victoria Self
2.	Reason for the notification	
a)	Position / status	Non-Executive Director
b)	Initial notification / amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	

a)	Name	On the Beach Group plc	
b)	LEI	213800K51Y9BZY7F9R69	
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 Identification code	Ordinary shares of 1 pence GB00BYM1K758	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Purchase of shares	
		Price(s)	Volume(s)
		265.649p per share	3,500
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	16 June 2025	
f)	Place of the transaction	London Stock Exchange	

For further information:

On the Beach Group plc

c/o FTI Consulting

Kirsteen Vickerstaff, General Counsel & Company Secretary

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