

Director/PDMR Shareholdings

This notification is made in accordance with the Market Abuse Regulation.

i. Following publication of the Company's financial results for FY2025 and determination of the bonus outcome, awards over 40p "A" Ordinary Shares under the BDBP were granted to the Executive Directors as set out in the notifications below in respect of any bonus in excess of 75% of salary. The awards will normally vest three years from the date of grant and dividend equivalents will accrue up until the vesting date.

ii. Awards under the LTIP were granted to Executive Directors and PDMRs as set out in the notifications below.

All awards are over a combination of both 40p "A" Ordinary Shares and 4p "B" Ordinary Shares. The calculation of the awards is based on the five day average price of the middle market quotations ending 18 June 2025, being £5.908 for "A" Ordinary Shares and £0.5908 (notionally) for "B" Ordinary Shares.

Vesting of these awards is subject to the fulfilment of certain performance conditions over the three-year period ending FY2028 (as detailed in the Annual Report and Accounts 2025) and continued employment. All awards granted to Executive Directors are subject to a two-year holding period. Under the Plan rules, the Remuneration Committee has full discretion to ensure that the final outturn reflects all relevant factors, including consideration of any windfall gains.

Enquiries:
Rachel Spencer
Company Secretary
020 8996 2073

23 June 2025

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

1.	Details of the person discharging managerial responsibilities/person closely associated																			
a)	Name	Simon Emeny																		
2.	Reason for the notification																			
a)	Position/status	Chief Executive																		
b)	Initial notification/Amendment	Initial Notification																		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor																			
a)	Name	Fuller, Smith & Turner P.L.C.																		
b)	LEI	213800C7ACOFMRCQW76																		
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, type of instrument	"A" Ordinary Shares of 40p each "B" Ordinary Shares of 4p each																		
	Identification code	"A" Ordinary Shares - GB00B1YPC344 "B" Ordinary Shares- unlisted																		
b)	Nature of the transaction	Awards made under i) the Fuller, Smith & Turner P.L.C. Bonus and Deferred Bonus Plan 2019; and ii) the Fuller, Smith & Turner P.L.C. Long Term Incentive Plan 2020																		
c)	Price(s) and volume(s)	Price		Volume																
		<table><tr><td></td><td>"A" Ord Shares</td><td>Share Price</td><td>"B" Ord Shares</td><td>Share Price</td></tr><tr><td>BDBP</td><td>20,286</td><td>£5.908</td><td>-</td><td>-</td></tr><tr><td>LTIP</td><td>100,372</td><td>£5.908</td><td>250,930</td><td>£0.5908</td></tr></table>					"A" Ord Shares	Share Price	"B" Ord Shares	Share Price	BDBP	20,286	£5.908	-	-	LTIP	100,372	£5.908	250,930	£0.5908
	"A" Ord Shares	Share Price	"B" Ord Shares	Share Price																
BDBP	20,286	£5.908	-	-																
LTIP	100,372	£5.908	250,930	£0.5908																

d)	Aggregated information	As above
	Aggregated volume	As above
	Price	As above
e)	Date of the transaction	19 June 2025
f)	Place of the transaction	Outside a trading venue

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Neil Smith				
2.	Reason for the notification					
a)	Position/status	Finance Director				
b)	Initial notification/Amendment	Initial				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Fuller, Smith & Turner P.L.C.				
b)	LEI	213800C7ACOFMRCQQW76				
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) ea transactions have been conducted					
a)	Description of the financial instrument, type of instrument Identification code	"A" Ordinary Shares of 40p each "B" Ordinary Shares of 4p each "A" Ordinary Shares - GB00B1YPC344 "B" Ordinary Shares- unlisted				
b)	Nature of the transaction	Awards made under i) the Fuller, Smith & Turner P.L.C. Bonus and Deferred Bonus Plan 2019; and ii) & Turner P.L.C. Long Term Incentive Plan 2020				
c)	Price(s) and volume(s)	Price		Volume		
			"A" Ord Shares	Share Price	"B" Ord Shares	Share Price
		BDBP	14,032	£5.908	-	-
		LTIP	55,585	£5.908	138,964	£0.5908
d)	Aggregated information	As above				
	Aggregated volume	As above				
	Price	As above				
e)	Date of the transaction	19 June 2025				
f)	Place of the transaction	Outside a trading venue				

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Fred Turner	
2.	Reason for the notification		
a)	Position/status	Retail Director	
b)	Initial notification/Amendment	Initial	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Fuller, Smith & Turner P.L.C.	
b)	LEI	213800C7ACOFMRCQQW76	
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) ea transactions have been conducted		
a)	Description of the financial instrument, type of instrument	"A" Ordinary Shares of 40p each "B" Ordinary Shares of 4p each "A" Ordinary Shares - GB00B1YPC344	

	Identification code	"B" Ordinary Shares- unlisted		
b)	Nature of the transaction	Awards made under i) the Fuller, Smith & Turner P.L.C. Bonus and Deferred Bonus Plan 2019; and ii) Fuller, Smith & Turner P.L.C. Long Term Incentive Plan 2020		
c)	Price(s) and volume(s)	Price		Volume
			"A" Ord Shares	Share Price
		BDBP	8,111	£5.908
			"B" Ord Shares	Share Price
		LTIP	40,199	£5.908
d)	Aggregated information	As above		
	Aggregated volume	As above		
	Price	As above		
e)	Date of the transaction	19 June 2025		
f)	Place of the transaction	Outside a trading venue		

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Dawn Browne				
2.	Reason for the notification					
a)	Position/status	People & Talent Director				
b)	Initial notification/Amendment	Initial Notification				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Fuller, Smith & Turner P.L.C.				
b)	LEI	213800C7ACOFMRCQQW76				
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 trading venue where transactions have been conducted					
a)	Description of the financial instrument, type of instrument	"A" Ordinary Shares of 40p each				
		"B" Ordinary Shares of 4p each				
	Identification code	"A" Ordinary Shares - GB00B1YPC344				
		"B" Ordinary Shares- unlisted				
		Awards made under i) the Fuller, Smith & Turner P.L.C. Bonus and Deferred Bonus Plan 2019; and ii) the Fuller, Smith & Turner P.L.C. Long Term Incentive Plan 2020				
b)	Nature of the transaction					
c)	Price(s) and volume(s)	Price			Volume	
			"A" Ord Shares	Share Price	"B" Ord Shares	Share Price
		BDBP	7,830	£5.908	-	-
		LTIP	38,761	£5.908	96,902	£0.5908
d)	Aggregated information	As above				
	Aggregated volume	As above				
	Price	As above				
e)	Date of the transaction	19 June 2025				
f)	Place of the transaction	Outside a trading venue				

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Peter Turner
2.	Reason for the notification	
a)	Position/status	Property Director / PDMR
b)	Initial notification/Amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	

a)	Name	Fuller, Smith & Turner P.L.C.				
b)	LEI	213800C7ACOFMRCQQW76				
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, type of instrument	"A" Ordinary Shares of 40p each "B" Ordinary Shares of 4p each				
	Identification code	"A" Ordinary Shares - GB00B1YPC344 "B" Ordinary Shares- unlisted				
b)	Nature of the transaction	Award made under the Fuller, Smith & Turner P.L.C. Long Term Incentive Plan 2020				
c)	Price(s) and volume(s)	Price			Volume	
			"A" Ord Shares	Share Price	"B" Ord Shares	Share Price
		LTIP	18,127	£5.908	45,319	£0.5908
d)	Aggregated information	As above				
	Aggregated volume	As above				
	Price	As above				
e)	Date of the transaction	19 June 2025				
f)	Place of the transaction	Outside a trading venue				

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Samantha Bourke				
2.	Reason for the notification					
a)	Position/status	Marketing Director / PDMR				
b)	Initial notification/Amendment	Initial Notification				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Fuller, Smith & Turner P.L.C.				
b)	LEI	213800C7ACOFMRCQQW76				
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, type of instrument Identification code	"A" Ordinary Shares of 40p each "B" Ordinary Shares of 4p each "A" Ordinary Shares - GB00B1YPC344 "B" Ordinary Shares- unlisted				
b)	Nature of the transaction	Award made under the Fuller, Smith & Turner P.L.C. Long Term Incentive Plan 2020				
c)	Price(s) and volume(s)	Price			Volume	
			"A" Ord Shares	Share Price	"B" Ord Shares	Share Price
		LTIP	16,249	£5.908	40,622	£0.5908
d)	Aggregated information	As above				
	Aggregated volume	As above				
	Price	As above				
e)	Date of the transaction	19 June 2025				
f)	Place of the transaction	Outside a trading venue				

Dissemination of a Regulatory Announcement, transmitted by EQS Group.
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End of AnnouncementEQS News Service
