

ProCook Group plc

Grant of Executive Share Awards

ProCook Group plc (the "**Company**"), the UK's leading direct-to-consumer specialist kitchenware brand, announces that on 1 July 2025 awards were granted to Lee Tappenden, CEO, and Dan Walden, CFO, as Executive Directors and PDMRs, under both the ProCook Group plc Performance Share Plan 2021 ("**PSP**") and the ProCook Group plc Deferred Bonus Plan 2021 ("**DBP**"), as set out below.

	PSP share award	DBP share award
Lee Tappenden	1,011,456	217,961
Dan Walden	683,744	147,341

The options over the Company's ordinary shares of 1 pence each ("**Ordinary Shares**") awarded under the PSP to Lee Tappenden and Dan Walden are subject to the achievement of certain earnings per share performance conditions. These options vest on the third anniversary of the date of grant and are subject to a two-year holding period.

The awards granted under the DBP relate to the deferral into Ordinary Shares of 25% of the bonus awards for Lee Tappenden and Dan Walden for the financial year ended 30 March 2025 as approved by the Company's Remuneration Committee. The awards will vest on the second anniversary of the date of grant.

The average closing price for an Ordinary Share, as derived from the Official List, for three consecutive business days immediately preceding the date of grant, was used to calculate the number of Ordinary Shares over which the awards have been made.

The notifications set out below are provided in accordance with the requirements of the UK Market Abuse Regulation.

1.	Details of PDMR	
(a)	Name	Lee Tappenden
2.	Reason for notification	
(b)	Position / status	Chief Executive Officer
(c)	Initial notification / amendment	Initial notification
3.	Details of the Issuer	
(a)	Name	ProCook Group plc
(b)	LEI	213800RWZMK3ARHMUN52
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 transaction(s) have been conducted	
(a)	Description of the financial instrument, type of instrument	Ordinary shares in the capital of ProCook Group plc
	Identification code	GB00BNRR8331

(b)	Nature or the transaction	1) Grant of an option under the PSP to acquire Ordinary Shares 2) Grant of award of Ordinary Shares under the DBP		
(c)	Price(s) and volume	Award	Price(s)	Volume
		PSP	1) Nil	1,011,456
		DBP	2) Nil	217,961
(d)	Aggregated information			
	- Aggregated volume	1,229,417		
	- Price	Nil		
(e)	Date of the transaction	1 July 2025		
(f)	Place of the transaction	Outside a trading venue		

1.	Details of PDMR			
(a)	Name	Dan Walden		
2.	Reason for notification			
(b)	Position / status	Chief Financial Officer		
(c)	Initial notification / amendment	Initial notification		
3.	Details of the Issuer			
(a)	Name	ProCook Group plc		
(b)	LEI	213800RWZMK3ARHMUN52		
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 transaction(s) have been conducted			
(a)	Description of the financial instrument, type of instrument	Ordinary shares in the capital of ProCook Group plc		
	Identification code	GB00BNRR8331		
(b)	Nature of the transaction	1) Grant of an option under the PSP to acquire Ordinary Shares 2) Grant of award of Ordinary Shares under the DBP		
(c)	Price(s) and volume		Price(s)	Volume
		PSP	1) Nil	683,744
		DBP	2) Nil	147,341
(d)	Aggregated information			
	-Aggregated volume	831,085		
	-Price	Nil		
(e)	Date of the transaction	1 July 2025		
(f)	Place of the transaction	Outside a trading venue		

For further information please contact:

ProCook Group plc
Lee Tappenden, Chief Executive Officer
Dan Walden, Chief Financial Officer

investor.relations@procook.co.uk

MHP Communications (Financial PR Adviser) procook@mhpc.com
Katie Hunt Tel: +44 (0)7711 191 518
Lucy Gibbs

Notes to editors:

ProCook is the UK's leading direct-to-consumer specialist kitchenware brand. ProCook designs, develops, and retails a high-quality range of direct-sourced and own-brand kitchenware which provides customers with significant value for money.

The brand sells directly through its website, www.procook.co.uk, and through 68 own-brand retail stores, located across the UK.

Founded over 25 years ago as a family business, selling cookware sets by direct mail in the UK, ProCook has grown into a market leading, multi-channel specialist kitchenware company, employing over 600 colleagues, and operating from its Store Support Centre in Gloucester.

As a B Corp, a Real Living Wage employer and a certified Great Place to Work™, ProCook is committed to being a socially responsible and environmentally conscious business for the benefit of all stakeholders.

ProCook has been listed on the London Stock Exchange since November 2021 (PROC.L).

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHEADXDEFASEFA