

04 July 2025

**Kitwave Group plc**

("Kitwave", the "Group" or the "Company")

**Director/PDMR Shareholding**

Kitwave Group plc (AIM: KITW), the delivered wholesale business, has been notified that Gerard Murray, Non Executive Director of the Company, and his PCA purchased a total of 30,000 Ordinary Shares on 03 July 2025.

Details of the purchased shareholdings of the relevant individuals are set out below:

Name	Position	Number of Ordinary Shares purchased	Purchase price	Shareholding post purchase	Percentage of current issued share capital post purchase
Gerard Murray	Non Executive Director	15,000	238.4p	75,000	0.09%
Marta Fernandez Varona	PCA of Gerard Murray, a PDMR	15,000	239.4p	75,000	0.09%

**For further information please contact:**

**Kitwave Group plc**  
Ben Maxted, Chief Executive Officer  
David Brind, Chief Financial Officer  
[www.kitwave.co.uk](http://www.kitwave.co.uk)

Tel: +44 (0) 191 259 2277

**Canaccord Genuity Limited**  
(Nominated Adviser and Sole Broker)  
Bobbie Hilliam  
Elizabeth Halley-Stott

Tel: +44 (0) 20 7523 8150

**Yellow Jersey PR**  
(Financial media and PR)  
Charles Goodwin  
Shivantha Thambirajah  
Bessie Elliot  
[kitwave@yellowjerseypr.com](mailto:kitwave@yellowjerseypr.com)

Tel: +44 (0) 20 3004 9512

1.	<b>Details of the PDMR</b>	
a)	Name	Gerard Murray
2.	<b>Reason for notification</b>	
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	Kitwave Group plc	
b)	LEI	2138007DLCYPVY95UD40	
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	Ordinary Shares of 10 pence each  ISIN: GB00BNYKB709	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.384	15,000
d)	Aggregated information  - Aggregated Volume  - Price	N/A	
e)	Date of the transaction	3 July 2025	
f)	Place of the transaction	London Stock Exchange (AIM)	

1.	Details of the PDMR		
a)	Name	Marta Fernandez Varona	
2.	Reason for notification		
a)	Position/Status	PCA to Gerard Murray, PDMR	
b)	Initial notification/Amendment	Initial Notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Kitwave Group plc	
b)	LEI	2138007DLCYPVY95UD40	
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	Ordinary Shares of 10 pence each  ISIN: GB00BNYKB709	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.394	15,000
d)	Aggregated information  - Aggregated Volume	N/A	

	- Price	
e)	Date of the transaction	3 July 2025
f)	Place of the transaction	London Stock Exchange (AIM)

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](mailto:ms@seg.com) or visit [www.ms.com](http://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

DSHSSEFUDEISEIW