

16 July 2025

Likewise Group plc

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

Director and PDMR Dealings

Likewise Group plc (AIM:LIKE), the fast growing and progressive UK floor coverings distributor announces that it has been notified that Chief Executive, Tony Brewer; Non-Executive Director, Andrew Simpson; and PDMR, Adrian Laffey (together the "PDMRs"), have purchased an aggregate of 260,186 ordinary shares of 1 pence each in the Company ("Shares") (the "Purchases"). The Shares were purchased through the reinvestment of the Company's dividend.

Following the Purchases, the PDMRs are beneficially interested in the voting capital of the Company as follows:

Shareholder	Role	Number of Shares purchased	Total Shares beneficially interested in	Percentage of voting rights
Tony Brewer	Chief Executive	166,464	27,378,694	11.2%
Andrew Simpson	Non-Executive Director	19,250	10,824,194	4.4%
Adrian Laffey	Mainstream Residential Director	74,472	7,456,455	3.0%

For further information, please contact:

Likewise Group plc

Tony Brewer, Chief Executive

Tel: +44 (0) 121 817 2900

Zeus (Nominated Adviser and Joint Broker)

Jordan Warburton / David Foreman / James Edis (Investment Banking)
Dominic King / Fraser Marshall (Corporate Broking)

Tel: +44 (0) 20 3829 5000

Ravenscroft (Joint Broker)

Semelia Hamon (Corporate Finance)

Tel: +44 (0) 1481 732 746

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

In accordance with Article 19 of the UK Market Abuse Regulation, detailed information is set out below.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Tony Brewer
2	Reason for the notification	
a)	Position/Status:	Chief Executive Officer
b)	Initial Notification/Amendment:	Initial Notification
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor	
a)	Name:	Likewise Group plc
b)	LEI:	2138007L822RL2CXMV34

4.	Details of 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 £0.01 ISIN: GB00BHNWH003	
b)	Nature of the transaction:	Purchase of Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£0.24555 £0.24555	162,421 4,043
d)	Aggregated volume: Price:	166,464 £0.24555	
e)	Date of the Transaction:	14 July 2025	
f)	Place of the Transaction:	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name: Andrew Simpson		
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 participation, auction platform, auctioneer or auction monitor		
a)	Name: Likewise Group plc		
b)	LEI: 2138007L822RL2CXMV34		
4.	Details of 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 £0.01 ISIN: GB00BHNWH003	
b)	Nature of the transaction:	Purchase of Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£0.25850	19,250
d)	Aggregated volume: Price:	As above	
e)	Date of the Transaction:	15 July 2025	
f)	Place of the Transaction:	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name: Adrian Laffey		
2	Reason for the notification		
a)	Position/Status: Mainstream Residential Director		

b)	Initial Notification/Amendment:	Initial Notification
3. Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor		
a)	Name:	Likewise Group plc
b)	LEI:	2138007L822RL2CXMV34
4. Details of 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 £0.01 ISIN: GB00BHNWH003
b)	Nature of the transaction:	Purchase of Shares
c)	Price(s) and volume(s):	Price(s)
		Volume(s)
		£0.24000 40,041
		£0.24875 4,531
		£0.24875 15,600
		£0.24875 14,300
d)	Aggregated volume: Price:	74,472 £0.24405
e)	Date of the Transaction:	11 July 2025 14 July 2025 14 July 2025 14 July 2025
f)	Place of the Transaction:	London Stock Exchange

ENDS

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 rns@lseg.com or visit www.rns.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

DSHFLFITDEIELIE