

Creightons plc
("Creightons" or the "Company")

Director/PDMR Shareholding

Notification of transactions by persons discharging managerial responsibilities ("PDMR")

Creightons, the British-based beauty and well-being brand owner and manufacturer, has been notified that Robert Forster, Director of Supply Chain & Planning, sold 17,000 ordinary shares of 1 pence each in the Company ("Ordinary Share") at a price of £0.375 per Ordinary Share on 23 July 2025.

The Notification of Dealing is set out below.

The following transaction has been notified to the Company pursuant to Article 19.1(a) of the UK Market Abuse Regulation ("MAR"). This notification is issued in accordance with Article 19.3 of MAR.

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name:	Robert Forster					
2	Reason for the notification						
a)	Position/Status:	PDMR - Director of Supply Chain & Planning					
b)	Initial Notification/Amendment:	Initial Notification					
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor						
a)	Name:	Creightons plc					
b)	LEI:	213800WROWAJUBGSAJ57					
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:	Ordinary Shares of 1 pence each					
b)	Identification code:	ISIN: GB0002341666					
b)	Nature of the transaction:	Sale of Ordinary Shares					
c)	Price(s) and volume(s):	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>0.375</td><td>17,000</td></tr></table>		Price	Volume	0.375	17,000
Price	Volume						
0.375	17,000						
d)	Aggregated volume: Price:	Single Transaction					
e)	Date of the Transaction:	2025-07-23					
f)	Place of the Transaction:	XLON:AIM					

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