

**Huddled Group plc**  
("Huddled", the "Company" or the "Group")  
**PDMR Dealings**

Huddled Group plc (AIM: HUD), the circular economy e-commerce business, announces that it was notified on 24 July 2025 of the following PDMR dealings made in its ordinary shares<sup>1</sup>.

The Company has been informed that Megafone (UK) Ltd Retirement Benefit Scheme, a pension scheme of which Martin Higginson, a director of the Company, is the sole beneficiary, has purchased 2,893,227 ordinary shares in the Company at a price of 3.25 pence per share from M Capital Investment Properties Limited, a company wholly-owned by Martin Higginson.

Following this transaction, Martin Higginson's overall beneficial holding remains unchanged at 55,694,980 shares, representing 14.69% of the Company's issued share capital.

<sup>1</sup>ordinary shares of 0.040108663 pence each

**Enquiries:**

For further information please visit [www.huddled.com/investors](http://www.huddled.com/investors), or contact:

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1								
a)	Name:							
	i. Megafone (UK) Ltd Retirement Benefit Scheme ii. M Capital Investment Properties Limited							
2								
a)	Position/Status:							
	i. Martin Higginson, a director of the Company, is the sole beneficiary ii. a company wholly-owned by Martin Higginson							
b)	Initial Notification/Amendment:							
	i. Initial Notification ii. Initial Notification							
3								
a)	Name:							
	Huddled Group plc							
b)	LEI:							
	894500TW3TTWSJ7DYP93							
4.								
a)	Description of the financial instrument:  Identification code:	Ordinary Shares of 0.040108663 pence  Identification code (ISIN) for Huddled Group plc ordinary shares: GB00BD5JRP64						
b)	Nature of the transaction:	i- Purchase of Ordinary Shares ii- Sale of Ordinary Shares						
c)	Price(s) and volume(s):	<table><thead><tr><th></th><th>Price(s)</th><th>Volume(s)</th></tr></thead><tbody><tr><td>i</td><td>3.25p</td><td>2,893,227</td></tr></tbody></table>		Price(s)	Volume(s)	i	3.25p	2,893,227
	Price(s)	Volume(s)						
i	3.25p	2,893,227						

		ii	3.25p	2,893,227
d)	Aggregated volume: Price:	i. ii.	See above See above	
e)	Date of the Transaction:	i. ii.	24 July 2025 24 July 2025	
f)	Place of the Transaction:	i. ii.	Off market Off market	

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