

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 shares¹.

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.

¹ordinary shares of 0.040108663 pence each

Enquiries:

For further information please visit www.huddled.com/investors, or contact:

Huddled Group plc

Martin Higginson
Michael Ashley
Daniel Wortley
Paul Simpson

investors@huddled.com

Zeus (Nominated Adviser and Sole Broker)

James Hornigold, Nick Cowles, George Duxberry
Dominic King

Tel + 44 (0) 203 829 5000

(Investment Banking)
(Corporate Broking)

Alma Strategic Communications (Financial PR)

Rebecca Sanders-Hewett
Sam Modlin

huddled@almastrategic.com

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:	Ordinary Shares of 0.040108663 pence						
	Identification code:	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 border="1"> <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. See above ii. See above		
e)	Date of the Transaction:	i. 24 July 2025 ii. 24 July 2025		
f)	Place of the Transaction:	i. Off market ii. Off market		

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

DSHSEFFDLEISESW