

28 July 2025

CURRYS PLC

NOTIFICATION OF TRANSACTION OF DIRECTOR

Award under the Currys plc Long Term Incentive Plan 2016

In accordance with the requirements of DTR 3.1 and Market Abuse Regulation Article 19, Currys plc (the 'Company') announces the following share transaction undertaken by Alex Baldock, Group Chief Executive (a PDMR) and Bruce Marsh, Group Chief Financial Officer (a PDMR).

Alex Baldock and Bruce Marsh exercised nil cost options over ordinary shares of 0.1 pence in the Company in respect of the 2022 LTIP Award (the "Award") which was granted on the 25 July 2022 under the Currys plc Long Term Incentive Plan 2016. The Award vested on 25 July 2025, in accordance with the achievement of the applicable performance conditions. Further details of the achievement of the performance conditions are disclosed in the 2024/25 Directors' Remuneration Report, which will be available at [www.currysplc.com](http://www.currysplc.com) from 31 July 2025.

Alex Baldock exercised 1,422,939 options, made up of 1,357,808 options and 65,131 accrued dividend equivalents, and sold 671,132 to cover the tax liability arising on the transaction. The remaining 751,807 shares were retained.

Bruce Marsh exercised 671,045 options, made up of 640,330 options and 30,715 accrued dividend equivalents, and sold 316,501 to cover the tax liability arising on the transaction. The remaining 354,544 shares were retained.

Both exercises have been satisfied using market purchase shares and the retained shares are subject to a 2-year post vest holding requirement.

PDMR DEALING NOTIFICATION																					
Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them																					
1	Details of the person discharging managerial responsibilities/person closely associated																				
a)	Name	Alex Baldock																			
2	Reason for the notification																				
a)	Position/status	Group Chief Executive																			
b)	Initial notification/Amendment	Initial notification																			
3	Details of the issuer																				
a)	Name	Currys plc																			
b)	LEI	2138001E12GWLLDQQF16																			
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	Ordinary shares of 0.1p each in Currys plc																			
	Identification code	GB00B4Y7R145																			
b)	Nature of the transaction	Exercise of a share option under the Currys Long Term Incentive Plan ("LTIP") and sale of shares to cover the tax and NIC arising from the exercise																			
c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>Nil cost</td><td>1,422,939</td></tr><tr><td>£1.151633</td><td>671,132</td></tr></table>		Price(s)	Volume(s)	Nil cost	1,422,939	£1.151633	671,132												
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e)	Date of the transaction	25-07-2025																			

	(DD-MM-YYYY)	
f)	Place of the transaction	London Stock Exchange (XLON)

PDMR DEALING NOTIFICATION														
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a)	Name	Bruce Marsh												
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a)	Position/status	Group Chief Financial Officer												
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Enquiries:

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