

Sosandar plc

("Sosandar" or the "Company")

Director/PDMR Dealing

Sosandar PLC (AIM: SOS), the women's fashion brand, creating quality, trend-led products for women of all ages, announces that Adam Reynolds, Non-Executive Director, purchased 500,000 ordinary shares of 0.1 pence each in the capital of the Company ("Ordinary Shares") at a price of 5.75 pence per Ordinary Share. Following this purchase which took place on 29 July 2025, Adam Reynold's total beneficial interest is in 2,919,901 Ordinary Shares, equal to approximately 1.18% per cent. of the Company's issued share capital.

Further details of the purchase can be found in the Notification of Dealing Form below.

Enquiries

Sosandar plc

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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	Adam Reynolds
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 participant, auction platform, auctioneer or auction monitor	
a)	Name	Sosandar PLC
b)	LEI	2138004313MO7RXAVA37
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
	Identification code	

b)	Nature of the transaction	Purchase of Ordinary Shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>5.75p</td><td>500,000</td></tr></table>		Price(s)	Volume(s)	5.75p	500,000
Price(s)	Volume(s)						
5.75p	500,000						
d)	Aggregated information - Aggregated volume - Price	n/a - single transaction					
e)	Date of the transaction	29 July 2025					
f)	Place of the transaction	London Stock Exchange, AIMX					

About Sosandar PLC

Sosandar is a women's fashion brand in the UK targeting style conscious women who have graduated from lower quality, price-led alternatives. The Company offers this underserved audience fashion-forward, affordable, quality clothing to make them feel sexy, feminine, and chic. The business sells predominantly own-label exclusive product designed and tested in-house.

Sosandar's product range is diverse, providing its customers with an array of choice for all occasions across all women's fashion categories. The company sells through Sosandar.com and its own stores, and has a number of high value brand partnerships including with NEXT and Marks & Spencer.

Sosandar's success has been built on an exceptional product range, seamless customer experience and impactful, lifestyle marketing, all of which is underpinned by combining innovation with data analysis. Our growth strategy is focused on continuing to grow brand awareness and expand our addressable market and routes to market, reaching customers wherever they wish to shop. This is achieved both through direct to consumer channels and through chosen third-party partners.

Sosandar was founded in 2016 and listed on AIM in 2017. More information is available at www.sosandar-ir.com

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