

31 July 2025

FRANCHISE BRANDS PLC

("Franchise Brands", the "Group" or the "Company")

Grant of Options to director

Franchise Brands plc (AIM: FRAN), an international multi-brand franchise business, announces that the Company's Remuneration Committee has approved the grant of an option over 180,000 Ordinary Shares in the Company (the "Option") to Andrew Mallows, the Group's Chief Financial Officer. The Option has been granted under the Company's Employee Share Option Plan ("Plan") today at an exercise price of 126p per share (being the closing mid-market price of an ordinary share on 30 July 2025). Subject to the rules of the Plan and meeting the performance conditions, the Option will be exercisable after three years until the tenth anniversary of the date of grant.

The number of shares over which the Option can vest and be exercised is subject to performance criteria being met, as follows:

- 1) as to 20 per cent. after reported fully diluted adjusted earnings per share ("EPS") achieves compound annual growth of 8 per cent. over each of the next three financial years;
- 2) as to 100 per cent. after reported EPS achieves compound annual growth of 15 per cent. over each of the next three financial years; and
- 3) between 20 per cent. to 100 per cent. on a straight-line sliding scale basis, dependent on EPS growth between the targets in 1) and 2) above.

The year ending 31 December 2024 will be used as the base for the performance conditions, with growth in EPS measured over the three financial years ending 31 December 2027, using data from the audited financial statements.

This is part of an annual grant of share options being made to a number of senior employees. As explained in the Company's 2024 annual report, no award is being made at this time to Peter Molloy, the Group's CEO, as he received an additional award in November 2024 following his appointment to that role, which has the same performance condition and measurement period as the award now being made to Andrew.

Following this grant, Andrew Mallows holds options over 1,081,970 Ordinary Shares in the Company and has a personal holding of 124,290 Ordinary Shares in the Company.

The table at the end of this announcement, which is provided in accordance with the requirements of the UK Market Abuse Regulation, provides further details.

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About Franchise Brands plc

Franchise Brands (FTSEAIM UK 50) is an international, multi-brand franchisor focused on B2B van-based service with seven franchise brands and a presence in 10 countries across the UK, North America and Europe. The Group is focused on building market-leading businesses primarily via a franchise model and has a combined network of c600 franchisees.

The Company owns several market-leading brands with long trading histories, including Pirtek in Europe, Filta, Metro Rod and Metro Plumb, all of which benefit from the Group's central support services, particularly technology, marketing, and finance. At the heart of Franchise Brands' business-building strategy is helping its franchisees grow their businesses: *"as they grow, we grow"*.

Franchise Brands employs over 625 people across the Group and there are over 3,000 people in the franchise community.

For further information, visit www.franchisebrands.co.uk

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Andrew Mallows
2	Reason for the notification	
a)	Position/status	Chief Financial Officer
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Franchise Brands PLC
b)	LEI	213800CFRX6CJ8LCKN37
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 Identification code	Ordinary shares of 0.5p each in Franchise Brands plc ISIN: GB00BD6P7Y24
b)	Nature of the transaction	Grant of options over Ordinary Shares of 0.5p each under the Franchise Brands Employee Share Option Plan
c)	Price(s) and volume(s)	Exercise price: 126p per share Volume: 180,000
d)	Aggregated information - Aggregated volume - Price	n/a
e)	Date of the transaction	31 July 2025
f)	Place of the transaction	Outside of a trading venue

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