

FOR IMMEDIATE RELEASE

LEI: 213800QGNIWTFMENJ24

6 August 2025

SSP Group plc
(the "Company")

Notification of transactions by Persons Discharging Managerial Responsibility ("PDMRs")

The Company has been notified that on 6 August 2025 the persons set out in the table below, each being a PDMR, acquired ordinary shares of 1^{17/200} pence in the capital of the Company ("Shares") under the Partnership Shares element of the Company's UK Share Incentive Plan ("UK SIP") at a price of £1.69 per Share and were also awarded Shares at nil consideration under the Matching Share element of the UK SIP.

The UK SIP is a share plan available to all of the Company's UK employees, subject to qualifying conditions. The UK SIP is administered by Equiniti Share Plan Trustees Limited, a UK incorporated company, who is the registered holder of the Shares.

The relevant notifications set out below are provided in accordance with the requirements of the UK Market Abuse Regulation.

1	Details of the persons discharging managerial responsibility										
a)	Name	1. Jonathan Davies 2. Kari Daniels									
2	Reason for the notification										
a)	Position/status	1. Deputy Group CEO 2. CEO - UK & Ireland									
b)	Initial notification/amendment	Initial notification									
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor										
a)	Full name of the entity	SSP Group plc									
b)	Legal Entity Identifier Code	213800QGNIWTFMENJ24									
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 1 ^{17/200} pence									
b)	Identification Code	GB00BGBN7C04									
c)	Nature of the transaction	Purchase of Partnership Shares and allocation of Matching Shares under the UK SIP.									
d)	Currency	GBP - British Pound									
e)	Price(s) and Volume(s)	Partnership Shares <table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>1. £1.69</td><td>1. 74</td></tr><tr><td>2. £1.69</td><td>2. 89</td></tr></table> Matching Shares <table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr></table>		Price(s) per share	Volume(s)	1. £1.69	1. 74	2. £1.69	2. 89	Price(s) per share	Volume(s)
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f)	Aggregated Information - Price - Volume - Total Price	Partnership Shares<table><tr><th>Price(s) per share</th><th>Volume(s)</th><th>Total Aggregate Price</th></tr><tr><td>1. £1.69</td><td>1. 74</td><td>1. £125.06</td></tr><tr><td>2. £1.69</td><td>2. 89</td><td>2. £150.41</td></tr></table> Matching Shares<table><tr><th>Price(s) per share</th><th>Volume(s)</th><th>Total Aggregate Price</th></tr><tr><td>1. £0.00</td><td>1. 37</td><td>1. £0.00</td></tr><tr><td>2. £0.00</td><td>2. 44</td><td>2. £0.00</td></tr></table>	Price(s) per share	Volume(s)	Total Aggregate Price	1. £1.69	1. 74	1. £125.06	2. £1.69	2. 89	2. £150.41	Price(s) per share	Volume(s)	Total Aggregate Price	1. £0.00	1. 37	1. £0.00	2. £0.00	2. 44	2. £0.00
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g)	Date of transaction	6 August 2025																		
h)	Place of transaction	London Stock Exchange (XLON)																		

For further information, please contact:

SSP Group plc

Fiona Scattergood, Group General Counsel & Company Secretary

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