

### Director/PDMR Shareholdings

This notification is made in accordance with the Market Abuse Regulation.

i. Subsequent to the annual LTIP awards on 19 June 2025, additional awards have been granted to Simon Emeny, Executive Chairman, and Fred Turner, Chief Operating Officer, to reflect the increase in their salaries following the Annual General Meeting on 22 July 2025 and appointment to their new roles.

All awards are over a combination of both 40p "A" Ordinary Shares and 4p "B" Ordinary Shares. The awards have been calculated using the same price as that used for the annual LTIP awards (i.e. the five day average price of the middle market quotations ending 18 June 2025, being £5.908 for "A" Ordinary Shares and £0.5908 (notionally) for "B" Ordinary Shares).

Vesting of these awards is subject to the fulfilment of certain performance conditions over the three-year period ending FY2028 (as detailed in the Annual Report and Accounts 2025) and continued employment. The awards are subject to a two-year holding period. Under the Plan rules, the Remuneration Committee has full discretion to ensure that the final outturn reflects all relevant factors, including consideration of any windfall gains.

ii. Following approval of the rules of the ESOS at the Annual General Meeting on 22 July 2025, options under the ESOS have been granted to Executive Directors to the extent they were eligible up to the maximum value set by HMRC. The options are granted over 40p "A" Ordinary Shares and the option price is based on the five day average price of the middle market quotations ending 6 August 2025 being £5.88. The options will normally vest on their third anniversary of grant, subject to the achievement of certain performance criteria (as detailed in the Annual Report and Accounts 2025), and thereafter will remain exercisable until their tenth anniversary.

Enquiries:  
Rachel Spencer  
Company Secretary  
020 8996 2073

12 August 2025

**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	Simon Emery			
2.	Reason for the notification				
a)	Position/status	Executive Chairman			
b)	Initial notification/Amendment	Initial Notification			
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name	Fuller, Smith & Turner P.L.C.			
b)	LEI	213800C7ACOFMRCQQW76			
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	"A" Ordinary Shares of 40p each "B" Ordinary Shares of 4p each			
	Identification code	"A" Ordinary Shares - GB00B1YPC344 "B" Ordinary Shares- unlisted			
b)	Nature of the transaction	Award made under the Fuller, Smith & Turner P.L.C. Long Term Incentive Plan 2020 ("LTIP")			
c)	Price(s) and volume(s)	Price		Volume	
			"A" Ord Shares	Share Price	"B" Ord Shares
				Share Price	
		LTIP	4,156	£5.908	10,392
				£0.5908	

d)	Aggregated information	As above
	Aggregated volume	As above
	Price	As above
e)	Date of the transaction	7 August 2025
f)	Place of the transaction	Outside a trading venue

1.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name	Neil Smith				
2.	<b>Reason for the notification</b>					
a)	Position/status	Finance Director				
b)	Initial notification/Amendment	Initial				
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	Fuller, Smith & Turner P.L.C.				
b)	LEI	213800C7ACOFMRCQQW76				
4.	<b>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) ea transactions have been conducted</b>					
a)	Description of the financial instrument, type of instrument	"A" Ordinary Shares of 40p each				
	Identification code	"A" Ordinary Shares - GB00B1YPC344				
b)	Nature of the transaction	Award made under the Fuller, Smith & Turner P.L.C. Executive Share Option Scheme 2025 ("ESOS")				
c)	Price(s) and volume(s)	Price				
		Volume				
		<table border="1"> <thead> <tr> <th></th><th>"A" Ord Shares</th><th>Share Price</th></tr> </thead> <tbody> <tr> <td>ESOS</td><td>5,102</td><td>£5.88</td></tr> </tbody> </table>		"A" Ord Shares	Share Price	ESOS
	"A" Ord Shares	Share Price				
ESOS	5,102	£5.88				
d)	Aggregated information	As above				
	Aggregated volume	As above				
	Price	As above				
e)	Date of the transaction	7 August 2025				
f)	Place of the transaction	Outside a trading venue				

1.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Fred Turner
2.	<b>Reason for the notification</b>	
a)	Position/status	Chief Operating Officer
b)	Initial notification/Amendment	Initial
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Fuller, Smith & Turner P.L.C.
b)	LEI	213800C7ACOFMRCQQW76
4.	<b>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) ea transactions have been conducted</b>	
a)	Description of the financial instrument, type of instrument	"A" Ordinary Shares of 40p each "B" Ordinary Shares of 4p each
	Identification code	"A" Ordinary Shares - GB00B1YPC344 "B" Ordinary Shares- unlisted

b)	Nature of the transaction	Awards made under the i) Fuller, Smith & Turner P.L.C. Long Term Incentive Plan 2020 ("LTIP"); and Turner P.L.C. Executive Share Option Scheme 2025 ("ESOS")			
c)	Price(s) and volume(s)	Price			Volume
			"A" Ord Shares	Share Price	"B" Ord Shares Share Price
		LTIP	8,852	£5.908	22,131 £0.5908
		ESOS	851	£5.88	- -
d)	Aggregated information	As above			
	Aggregated volume	As above			
	Price	As above			
e)	Date of the transaction	7 August 2025			
f)	Place of the transaction	Outside a trading venue			

1.	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name	Dawn Browne			
2.	Reason for the notification				
a)	Position/status	People & Talent Director			
b)	Initial notification/Amendment	Initial Notification			
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name	Fuller, Smith & Turner P.L.C.			
b)	LEI	213800C7ACOFMRCQW76			
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) ea transactions have been conducted				
a)	Description of the financial instrument, type of instrument	"A" Ordinary Shares of 40p each			
	Identification code	"A" Ordinary Shares - GB00B1YPC344			
b)	Nature of the transaction	Award made under Fuller, Smith & Turner P.L.C. Executive Share Option Scheme 2025 ("ESOS")			
c)	Price(s) and volume(s)	Price			Volume
			"A" Ord Shares	Share Price	
		ESOS	4,252	£5.88	
d)	Aggregated information	As above			
	Aggregated volume	As above			
	Price	As above			
e)	Date of the transaction	7 August 2025			
f)	Place of the transaction	Outside a trading venue			

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ISIN: GB00B1YPC344  
Category Code: DSH  
TIDM: FSTA  
LEI Code: 213800C7ACOFMRCQQW76  
OAM Categories:2.4. Acquisition or disposal of the issuer's own shares  
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End of AnnouncementEQS News Service

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