

**Creightons plc**  
("Creightons" or the "Company")

**Exercise of Options, Director/PDMR Dealing and Total Voting Rights**

Creightons, the British-based beauty and well-being brand owner and manufacturer, announces that it has been notified that Philippa Clark, Chief Executive Officer, and certain other employees have exercised options over an aggregate of 97,740 ordinary shares of 1 pence each in the Company ("Ordinary Shares"), pursuant to the 2014 and 2018 Share Option Plan (together, the "Option Shares"). To satisfy the option exercise, 97,740 new Ordinary Shares will be issued under the Company's block listing.

Philippa Clark has exercised 41,940 Option Shares at an average price of 26.8 pence per share and therefore, following this transaction, is interested in 893,758 Ordinary Shares, representing 1.3% of the issued share capital of the Company.

**Total Voting Rights**

Following the option exercise, the Company's issued share capital will comprise 70,133,123 Ordinary Shares, with 1,600,000 Ordinary Shares held in treasury. Therefore, the total voting rights will be 68,533,123, which should be used by shareholders as the denominator for the calculation by which they determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

**For enquiries, please contact:**

**Creightons plc** [info@creightons.com](mailto:info@creightons.com) +44 1733 281058  
Philippa Clark, CEO  
Qadeer Mohammed, CFO

**Zeus (Nominated Adviser and Broker)** +44 203 829 5000  
David Foreman / Ed Beddows (Investment Banking)  
Nick Searle (Sales)

**Notification of transactions by persons discharging managerial responsibilities ("PDMR")**

Notification of a Transaction pursuant to Article 19(1) of Regulation (EU) No. 596/2014						
<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Philippa Clark				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/Status:	PDMR - Chief Executive Officer				
b)	Initial Notification/Amendment:	Initial Notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor</b>					
a)	Name:	Creightons plc				
b)	LEI:	213800WROWAJUBGSAJ57				
<b>4.</b>	<b>Details of 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.</b>					
a)	Description of the financial instrument:	Ordinary Shares of 1 pence each				
b)	Identification code:	ISIN: GB0002341666				
b)	Nature of the transaction:	Exercise of options to acquire Ordinary Shares under the Company's Share Option Plan 2014 and Share Option Plan 2018				
c)	Price(s) and volume(s):	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: left;">Price</th> <th style="width: 50%; text-align: left;">Volume</th> </tr> </thead> <tbody> <tr> <td>£0.268</td> <td>41,940</td> </tr> </tbody> </table>	Price	Volume	£0.268	41,940
Price	Volume					
£0.268	41,940					
d)	Aggregated volume: Price:	Single Transaction				
e)	Date of the Transaction:	2025-08-12				
f)	Place of the Transaction:	Outside a trading venue				

1)	Place of the transaction:	Outside a trading venue
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