

FOR IMMEDIATE RELEASE

LEI: 213800QGNIWTFMENJ24

8 September 2025

SSP Group plc  
(the "Company")

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

The Company has been notified that on 8 September 2025 the persons set out in the table below, each being a PDMR, acquired ordinary shares of 1<sup>17/200</sup> 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 £1.518 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 <sup>17/200</sup> 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)	<div>Partnership Shares</div> <table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>1. £1.518</td><td>1. 82</td></tr><tr><td>2. £1.518</td><td>2. 99</td></tr></table> <div>Matching Shares</div> <table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr></table>		Price(s) per share	Volume(s)	1. £1.518	1. 82	2. £1.518	2. 99	Price(s) per share	Volume(s)
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2. £1.518	2. 99										
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f)	<div>Aggregated Information<ul style="list-style-type: none"><li>- Price</li><li>- Volume</li><li>- Total Price</li></ul></div>	<div>Partnership Shares<table><tr><th>Price(s) per share</th><th>Volume(s)</th><th>Total Aggregate Price</th></tr><tr><td>1. £1.518</td><td>1. 82</td><td>1. 124.476</td></tr><tr><td>2. £1.518</td><td>2. 99</td><td>2. £150.282</td></tr></table></div> <div>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. 41</td><td>1. £0.00</td></tr><tr><td>2. £0.00</td><td>2. 50</td><td>2. £0.00</td></tr></table></div>	Price(s) per share	Volume(s)	Total Aggregate Price	1. £1.518	1. 82	1. 124.476	2. £1.518	2. 99	2. £150.282	Price(s) per share	Volume(s)	Total Aggregate Price	1. £0.00	1. 41	1. £0.00	2. £0.00	2. 50	2. £0.00
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g)	Date of transaction	8 September 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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