

C&C Group plc ('C&C')

Notification of Transactions by Persons Discharging Managerial Responsibilities and Persons Closely Associated with them

C&C has been informed that, on 15 September 2025, the PDMRs detailed below purchased through the Company's UK administered Share Incentive Plan ('SIP') and Irish administered Revenue Approved Profit-Sharing Scheme ('APSS'), ordinary shares in the Company ('Partnership Shares' under the SIP and 'Contributory Shares' under the APSS). Under the terms of the SIP/APSS, each eligible employee can choose to purchase Partnership Shares/Contributory Shares from their gross pay as a lump sum or as a monthly contribution, and the share purchases are matched by C&C ('Matching Shares').

Name of PDMR	Partnership/Contributory Shares purchased	Matching Shares awarded	Price
Cara Chambers	30	30	£1.672
Barry Sheehan	74	74	€1.938672

The notifications required in accordance with DTR 3.1 and Article 19 of the UK Market Abuse Regulation, are as follows:

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	Cara Chambers					
2	Reason for the notification						
a)	Position/status	Person discharging managerial responsibilities (Chief Marketing Officer)					
b)	Initial Notification Amendment	Initial Notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	C&C Group plc					
b)	LEI	635400LNUHA2LDXXV850					
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 €0.01 each ISIN: IE00B010DT83					
b)	Nature of the transaction	Purchase of Partnership Shares and Matching Shares awarded by the Company under the SIP.					
c)	Price(s) and volume(s)	<table border="1"><thead><tr><th>Price(s)</th><th>Volume(s)</th></tr></thead><tbody><tr><td>£1.672</td><td>60 (30 Partnership Shares and 30 Matching Shares)</td></tr></tbody></table>	Price(s)	Volume(s)	£1.672	60 (30 Partnership Shares and 30 Matching Shares)	
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£1.672	60 (30 Partnership Shares and 30 Matching Shares)						
d)	Aggregated information - Aggregated volume - Price	<table border="1"><thead><tr><th>Aggregated volume</th><th>Aggregated price</th></tr></thead><tbody><tr><td>60</td><td>£100.32</td></tr></tbody></table>	Aggregated volume	Aggregated price	60	£100.32	
Aggregated volume	Aggregated price						
60	£100.32						
e)	Date of the transaction	15 September 2025					
f)	Place of the transaction	London Stock Exchange (XLON)					

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Barry Sheehan	
2	Reason for the notification		
a)	Position/status	Person discharging managerial responsibilities (Chief Commercial Officer)	
b)	Initial Notification Amendment	Initial Notification	

3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	C&C Group plc				
b)	LEI	635400LNUHA2LDXXV850				
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 €0.01 each ISIN: IE00B010DT83				
b)	Nature of the transaction	Purchase of Contributory Shares and Matching Shares awarded by the Company under the APSS.				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>€1.938672</td> <td>148 (74 Contributory Shares and 74 Matching Shares)</td> </tr> </tbody> </table>	Price(s)	Volume(s)	€1.938672	148 (74 Contributory Shares and 74 Matching Shares)
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