

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)	Price(s)	Volume(s)
		£1.672	60 (30 Partnership Shares and 30 Matching Shares)
d)	Aggregated information - Aggregated volume - Price	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

	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><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>€1.938672</td><td>148 (74 Contributory Shares and 74 Matching Shares)</td></tr></table>	Price(s)	Volume(s)	€1.938672	148 (74 Contributory Shares and 74 Matching Shares)
Price(s)	Volume(s)					
€1.938672	148 (74 Contributory Shares and 74 Matching Shares)					
d)	Aggregated information - Aggregated volume - Price	<table><tr><th>Aggregated volume</th><th>Aggregated price</th></tr><tr><td>148</td><td>€286.92</td></tr></table>	Aggregated volume	Aggregated price	148	€286.92
Aggregated volume	Aggregated price					
148	€286.92					
e)	Date of the transaction	15 September 2025				
f)	Place of the transaction	London Stock Exchange (XLON)				

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