

ON THE BEACH GROUP PLC

Transaction in Own Shares

ON THE BEACH GROUP PLC (the "Company") announces that it has purchased for cancellation (through Peel Hunt) Ordinary shares of 1p each in the Company ("Ordinary shares") on the London Stock Exchange as follows:

Date of purchase	25 September 2025
Number of shares purchased (aggregated volume):	259,553
Highest price paid per share (pence):	218.50
Lowest price paid per share (pence):	207.85
Volume weighted average price paid per share (pence):	214.91

Following the purchase and cancellation of those shares, the Company will have 156,046,341 Ordinary shares in issue. This figure 156,046,341 represents the total voting rights in the Company and may be used by shareholders as the denominator for the calculations by which they can determine if they are required to notify their interest in, or a change to their interest in, the Company under the Financial Conduct Authority's Disclosure Guidance and Transparency Rules.

In accordance with Article 5(1)(b) of Regulation (EU) 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 (as amended), the table below contains detailed information of the individual trades made by Peel Hunt as part of the Company's share buyback programme on the date mentioned above.

Aggregated information:

Venue	Volume-weighted average price (pence per share)	Aggregated volume
London Stock Exchange (XLON)	214.91	259,553

Individual transactions:

Number of Ordinary shares purchased	Transaction price (GBp share)	Trading venue	Time of transaction (UK Time)	Transaction reference number
20,171	207.85	XLON	08:04:47	00182503151TRL00
1,500	209.73	XLON	08:30:59	00182505573TRL00
700	211.00	XLON	08:32:36	00182505904TRL00
6,666	211.30	XLON	08:38:51	00182506972TRL00
2,500	211.94	XLON	08:42:59	00182507451TRL00
12,500	212.00	XLON	08:49:14	00182508045TRL00
20,000	211.93	XLON	09:02:10	00182509097TRL00
9,000	212.00	XLON	09:20:39	00182510601TRL00
26,963	214.00	XLON	09:31:00	00182511446TRL00
50,000	216.50	XLON	11:56:50	00182522449TRL00
50,000	218.50	XLON	12:48:49	00182526889TRL00
7,907	217.00	XLON	15:54:04	00182551307TRL00
13,099	216.00	XLON	16:04:14	00182552849TRL00
9,460	216.00	XLON	16:08:50	00182553496TRL00
12,503	216.00	XLON	16:27:15	00182556977TRL00
16,584	216.00	XLON	16:32:00	00182557813TRL00

For further information:

ON THE BEACH GROUP PLC

c/o FTI Consulting

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