

29 September 2025

FRANCHISE BRANDS PLC

("Franchise Brands", the "Group" or the "Company")

Directors' dealings

Franchise Brands plc (AIM: FRAN), an international multi-brand franchise business, announces that on 25 September 2025 Andrew Mallows, a Director of the Company and its Chief Financial Officer, exercised options granted under the Company's employee share schemes over a total of 305,682 Ordinary Shares of the Company (the "Shares").

223,906 of the Shares were sold in the market on 25, 26 and 29 September 2025, at a weighted average price of 134.3354 pence per share. The exercise of the options and the associated sale of the Shares were to raise funds to enable Mr Mallows to meet a tax obligation arising from an historic matter relating to a previous employment.

Following the completion of the sale of the Shares, Mr Mallows will retain a personal holding of 124,290 Ordinary Shares of the Company and hold options over a further 776,288 Ordinary Shares under the Company's Employee Share Option Plan.

The table at the end of this announcement provides further information in accordance with the requirements of the UK Market Abuse Regulation.

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About Franchise Brands plc

Franchise Brands (FTSE AIM UK 50) is an international, multi-brand franchisor focused on B2B van-based service with seven franchise brands and a presence in 10 countries across the UK, North America and Europe. The Group is focused on building market-leading businesses primarily via a franchise model and has a combined network of c600 franchisees.

The Company owns several market-leading brands with long trading histories, including Pirtek in Europe, Filta, Metro Rod and Metro Plumb, all of which benefit from the Group's central support services, particularly technology, marketing, and finance. At the heart of Franchise Brands' business-building strategy is helping its franchisees grow their businesses: "as they grow, we grow".

Franchise Brands employs over 625 people across the Group and there are over 3,000 people in the franchise community.

For further information, visit www.franchisebrands.co.uk

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Andrew Mallows
2	Reason for the notification	
a)	Position/status	Director and Chief Financial Officer
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	

	AUCTION MONITOR	
a)	Name	Franchise Brands PLC
b)	LEI	213800CFRX6CJ8LCKN37
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 0.5p each in Franchise Brands plc ISIN: GB00BD6P7Y24
b)	Nature of the transaction	(1) Exercise of options granted under the Company's employee share schemes (2) Sale of shares
c)	Price(s) and volume(s)	(1) Option over 75,758 shares at 49.5p per share Option over 99,242 shares at 69p per share Option over 96,591 shares at 0.5p per share Option over 34,091 shares at 88p per share (2) Sale of shares: On 25 September, 98,693 shares at 137.2934p On 26 September, 74,378 shares at 133.75p On 26 September, 5,411 shares at 132p On 29 September, 45,424 shares at 129.1452p
d)	Aggregated information - Aggregated volume - Price	(1) Volume: 305,682 (2) Volume: 223, 906 (1) Price: weighted average of 44.6412p per share (2) Price: weighted average of 134.3354p per share
e)	Date of the transaction	25, 26 and 29 September 2025
f)	Place of the transaction	(1) Not on a market venue (2) London Stock Exchange (XLON)

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