

1 October 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, further to the dealings announced to the market on 29 September 2025, Andrew Mallows, a Director of the Company and its Chief Financial Officer, sold a further 81,776 Ordinary Shares of the Company in the market on 30 September 2025, at a price of 126 pence per share.

This completes the sale of shares to which he was entitled following the exercise of options granted under the Company's employee share schemes. As explained in the earlier announcement, the exercise of the options and the associated sale of 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 these transactions, Mr Mallows retains a personal holding of 124,290 Ordinary Shares of the Company and holds 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	

3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or 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	Sale of shares
c)	Price(s) and volume(s)	Price: 126p per share Volume: 81,776 shares
d)	Aggregated information - Aggregated volume - Price	N/a
e)	Date of the transaction	30 September 2025
f)	Place of the transaction	London Stock Exchange (XLON)

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