

FOR IMMEDIATE RELEASE

LEI: 213800QGNIWTFMENJ24

1 October 2025

SSP Group plc
(the "Company")

Notification of transactions by Persons Discharging Managerial Responsibility ("PDMR")

The Company makes the following announcement regarding the release of conditional share awards made under the Company's Deferred Share Bonus Plan (the "**DSBP**") ("**Awards**") over ordinary shares of 1^{17/200} pence nominal value in the capital of the Company (the "**Shares**").

The Awards were granted in connection with the deferral of part of each PDMR's bonus for the financial year ended 30 September 2022. The Shares were subject to a three-year holding period from 1 October 2022 to 30 September 2025 and released on 1 October 2025.

The relevant notifications set out below are provided in accordance with the requirements of Article 19 of the UK version of the EU Market Abuse Regulation which is part of UK law by virtue of the European Union (Withdrawal) Act 2018.

For further information, please contact:

SSP Group plc

Fiona Scattergood

Group General Counsel & Company Secretary

Tel: +44 (0) 207 543 3305

| | | | | | |
|--------------------|---|--|--|--------------------|-----------|
| 1 | Details of the person discharging managerial responsibility | | | | |
| a) | Name | Patrick Coveney | | | |
| 2 | Reason for the notification | | | | |
| a) | Position/status | Group CEO | | | |
| b) | Initial notification/amendment | Initial notification | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | |
| a) | Full name of the entity | SSP Group plc | | | |
| b) | Legal Entity Identifier Code | 213800QGNIWTFMENJ24 | | | |
| 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 | Ordinary Shares of 1 ^{17/200} pence | | | |
| b) | Identification Code | GB00BGBN7C04 | | | |
| c) | Nature of the transaction | 1. The release of shares under the Company's Deferred Share Bonus Plan (DSBP); and 2. The automatic sale of shares acquired on the release of the award under the DSBP to settle income tax/national insurance liabilities and costs arising on such release. | | | |
| d) | Currency | GBP - British Pound | | | |
| e) | Price(s) and Volume(s) | 1. Release: <table><tr><td>Price(s) per share</td><td>Volume(s)</td></tr></table> | | Price(s) per share | Volume(s) |
| Price(s) per share | Volume(s) | | | | |

| | | <table><tr><td>£0</td><td>146,343</td></tr></table> <p>2. Sale to discharge tax liabilities:</p> <table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>£1.729404</td><td>69,007</td></tr></table> | £0 | 146,343 | Price(s) per share | Volume(s) | £1.729404 | 69,007 | | | | | | |
|--------------------|---|--|--------------------|-----------|--------------------|-----------|-----------|--------|--------------------|-----------|-----------------|-----------|--------|-------------|
| £0 | 146,343 | | | | | | | | | | | | | |
| Price(s) per share | Volume(s) | | | | | | | | | | | | | |
| £1.729404 | 69,007 | | | | | | | | | | | | | |
| f) | Aggregated Information <ul style="list-style-type: none">- Price- Volume- Total Price | <p>1. Release:</p> <table><tr><th>Price(s) per share</th><th>Volume(s)</th><th>Aggregate Price</th></tr><tr><td>£0</td><td>146,343</td><td>£0</td></tr></table> <p>2. Sale to discharge tax liabilities:</p> <table><tr><th>Price(s) per share</th><th>Volume(s)</th><th>Aggregate Price</th></tr><tr><td>£1.729404</td><td>69,007</td><td>£119,340.98</td></tr></table> | Price(s) per share | Volume(s) | Aggregate Price | £0 | 146,343 | £0 | Price(s) per share | Volume(s) | Aggregate Price | £1.729404 | 69,007 | £119,340.98 |
| Price(s) per share | Volume(s) | Aggregate Price | | | | | | | | | | | | |
| £0 | 146,343 | £0 | | | | | | | | | | | | |
| Price(s) per share | Volume(s) | Aggregate Price | | | | | | | | | | | | |
| £1.729404 | 69,007 | £119,340.98 | | | | | | | | | | | | |
| g) | Date of transaction | 1 October 2025 | | | | | | | | | | | | |
| h) | Place of transaction | London Stock Exchange, Main Market (XLON) | | | | | | | | | | | | |

| 1 | Details of the person discharging managerial responsibility | | | | | | | | | | | | | | |
|--------------------|---|--|--|--------------------|-----------|-----------------|---------|--------------------|-----------|--------------------|-----------|-----------------|-----------|--------|------------|
| a) | Name | Jonathan Davies | | | | | | | | | | | | | |
| 2 | Reason for the notification | | | | | | | | | | | | | | |
| a) | Position/status | Deputy Group CEO | | | | | | | | | | | | | |
| b) | Initial notification/amendment | Initial notification | | | | | | | | | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | | | | | | | | | |
| a) | Full name of the entity | SSP Group plc | | | | | | | | | | | | | |
| b) | Legal Entity Identifier Code | 213800QGNIWTFMENJ24 | | | | | | | | | | | | | |
| 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 | Ordinary Shares of 1 ¹⁷ / ₂₀₀ pence | | | | | | | | | | | | | |
| b) | Identification Code | GB00BGBN7C04 | | | | | | | | | | | | | |
| c) | Nature of the transaction | 3. The release of shares under the Company's Deferred Share Bonus Plan (DSBP); and 4. The automatic sale of shares acquired on the release of the award under the DSBP to settle income tax/national insurance liabilities and costs arising on such release. | | | | | | | | | | | | | |
| d) | Currency | GBP - British Pound | | | | | | | | | | | | | |
| e) | Price(s) and Volume(s) | 3. Release: <table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>£0</td><td>108,207</td></tr></table> 4. Sale to discharge tax liabilities: <table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>£1.729404</td><td>51,037</td></tr></table> | | Price(s) per share | Volume(s) | £0 | 108,207 | Price(s) per share | Volume(s) | £1.729404 | 51,037 | | | | |
| Price(s) per share | Volume(s) | | | | | | | | | | | | | | |
| £0 | 108,207 | | | | | | | | | | | | | | |
| Price(s) per share | Volume(s) | | | | | | | | | | | | | | |
| £1.729404 | 51,037 | | | | | | | | | | | | | | |
| f) | Aggregated Information - Price - Volume - Total Price | 3. Release: <table><tr><th>Price(s) per share</th><th>Volume(s)</th><th>Aggregate Price</th></tr><tr><td>£0</td><td>108,207</td><td>£0</td></tr></table> 4. Sale to discharge tax liabilities: <table><tr><th>Price(s) per share</th><th>Volume(s)</th><th>Aggregate Price</th></tr><tr><td>£1.729404</td><td>51,037</td><td>£88,263.50</td></tr></table> | | Price(s) per share | Volume(s) | Aggregate Price | £0 | 108,207 | £0 | Price(s) per share | Volume(s) | Aggregate Price | £1.729404 | 51,037 | £88,263.50 |
| Price(s) per share | Volume(s) | Aggregate Price | | | | | | | | | | | | | |
| £0 | 108,207 | £0 | | | | | | | | | | | | | |
| Price(s) per share | Volume(s) | Aggregate Price | | | | | | | | | | | | | |
| £1.729404 | 51,037 | £88,263.50 | | | | | | | | | | | | | |

| | | | | | |
|----|----------------------|---|--------|------------|--|
| | | £1,729,04 | 51,007 | £88,203.59 | |
| g) | Date of transaction | 1 October 2025 | | | |
| h) | Place of transaction | London Stock Exchange, Main Market (XLON) | | | |

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