

6 OCTOBER 2025

ON THE BEACH GROUP PLC
("On the Beach", the "Company" or the "Group")
PDMR LTIP AWARDS

The notifications below are made in accordance with the requirements of Article 19 (3) of the EU Market Abuse Regulation 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 and the dealings were in respect of ordinary shares of 1 pence each in the share capital of the Company ("Shares").

On 3 October 2025, the Company granted awards over Shares (the "Awards") under the On the Beach Group plc Long Term Incentive Plan ("LTIP"). The Awards, made for nil consideration, are nil-cost options established in accordance with the LTIP rules.

In line with the new Directors' Remuneration Policy approved by shareholders on 12 September 2025, vesting of the Awards is subject to continued employment. There are no formulaic performance targets applicable to the Awards, but the Remuneration Committee will undertake a discretionary assessment at the end of the vesting period to ensure that outcomes are appropriate in the context of Company performance, shareholder experience and any windfall gains. The Committee retains full discretion to reduce vesting levels where it considers that the formulaic outcome is not a fair or proportionate reflection of performance.

Further details for each PDMR are set out below.

PDMR	Role	Number of Shares over which Awards made
Shaun Morton	Chief Executive Officer	201,130
Jon Wormald	Chief Financial Officer	155,405
Zoe Harris	Chief Marketing Officer	156,171
Adam Hansen	Chief Strategy Officer	109,319
Kasia Michalska	Chief Product & Technology Officer	133,621
Jennie Cronin	Chief People Officer	90,090
Kirsteen Vickerstaff	General Counsel and Company Secretary	105,909

1.	Details of PDMR / person closely associated with them ("PCA")	
a)	Name SHAUN MORTON JON WORMALD ZOE HARRIS ADAM HANSEN KASIA MICHALSKA JENNIE CRONIN KIRSTEEN VICKERSTAFF	
2.	Reason for the notification	
a)	Position / status SHAUN MORTON- CHIEF EXECUTIVE OFFICER JON WORMALD - CHIEF FINANCIAL OFFICER ZOE HARRIS- CHIEF MARKETING OFFICER ADAM HANSEN - CHIEF STRATEGY OFFICER KASIA MICHALSKA - CHIEF PRODUCT & TECHNOLOGY OFFICER JENNIE CRONIN- CHIEF PEOPLE OFFICER KIRSTEEN VICKERSTAFF - GENERAL COUNSEL AND COMPANY SECRETARY	
b)	Initial notification / amendment Initial Notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name On the Beach Group plc	
b)	LEI 213800K51Y9BZY7F9R69	
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	

<i>Have been conducted</i>																		
a)	<i>Description of the financial instrument</i> <i>Identification code</i>	Ordinary shares of 1 pence GB00BYM1K758																
b)	<i>Nature of the transaction</i>	Awards made pursuant to the On the Beach Group plc Long Term Incentive Plan																
c)	<i>Price(s) and volume(s)</i>	<table border="1"> <thead> <tr> <th><i>Price(s)</i></th><th><i>Volume(s)</i></th></tr> </thead> <tbody> <tr> <td><i>Nil</i></td><td>SHAUN MORTON - 201,130</td></tr> <tr> <td><i>Nil</i></td><td>JON WORMALD - 155,405</td></tr> <tr> <td><i>Nil</i></td><td>ZOE HARRIS - 156,171</td></tr> <tr> <td><i>Nil</i></td><td>ADAM HANSEN - 109,319</td></tr> <tr> <td><i>Nil</i></td><td>KASIA MICHALSKA - 133,621</td></tr> <tr> <td><i>Nil</i></td><td>JENNIE CRONIN - 90,090</td></tr> <tr> <td><i>Nil</i></td><td>KIRSTEEN VICKERSTAFF - 105,909</td></tr> </tbody> </table>	<i>Price(s)</i>	<i>Volume(s)</i>	<i>Nil</i>	SHAUN MORTON - 201,130	<i>Nil</i>	JON WORMALD - 155,405	<i>Nil</i>	ZOE HARRIS - 156,171	<i>Nil</i>	ADAM HANSEN - 109,319	<i>Nil</i>	KASIA MICHALSKA - 133,621	<i>Nil</i>	JENNIE CRONIN - 90,090	<i>Nil</i>	KIRSTEEN VICKERSTAFF - 105,909
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d)	<i>Aggregated information</i> - Aggregated volume - Price	N/A																
e)	<i>Date of the transaction</i>	3 October 2025																
f)	<i>Place of the transaction</i>	Outside a trading venue																

ENDS

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