

6 OCTOBER 2025

ON THE BEACH GROUP PLC
("On the Beach", the "Company" or the "Group")
PDMR GROWTH PLAN 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 market value options over Shares (the "Awards") under the On the Beach Group plc Growth Plan (the "Growth Plan"), which was approved by shareholders on 12 September 2025 and is consistent with the remuneration policy adopted at that meeting. The exercise price is 252p per share, being the average closing share price over the 30 days prior to the date of grant.

Consistent with the Company's Medium Term Ambition, announced in December 2024, vesting is conditional on delivery of a highly stretching adjusted basic earnings per share target of 38.7p in any of the Company's financial years ending between 30 September 2025 and 30 September 2029 (inclusive). To the extent the target is not achieved within this period, the Awards will lapse. The Remuneration Committee retains discretion to adjust vesting outcomes to ensure they fairly reflect underlying performance and stakeholder experience, in line with the Growth Plan rules.

The Awards are subject to a 5 year holding period and to malus and clawback provisions for 7 years in line with the rules of the Growth Plan. Further details for each PDMR are set out below.

PDMR	Role	Number of Shares over which Awards made
Shaun Morton	Chief Executive Officer	1,544,222
Jon Wormald	Chief Financial Officer	1,158,166
Zoe Harris	Chief Marketing Officer	1,158,166
Kasia Michalska	Chief Product and Technology Officer	1,158,166
Kirsteen Vickerstaff	General Counsel and Company Secretary	463,266
Adam Hansen	Chief Strategy Officer	463,266
Jennie Cronin	Chief People Officer	463,266

1.	Details of PDMR / person closely associated with them ("PCA")	
a)	Name SHAUN MORTON JON WORMALD ZOE HARRIS KASIA MICHALSKA KIRSTEEN VICKERSTAFF ADAM HANSEN JENNIE CRONIN	
2.	Reason for the notification	
a)	Position / status SHAUN MORTON - CHIEF EXECUTIVE OFFICER JON WORMALD - CHIEF FINANCIAL OFFICER ZOE HARRIS - CHIEF MARKETING OFFICER KASIA MICHALSKA - CHIEF PRODUCT AND TECHNOLOGY OFFICER KIRSTEEN VICKERSTAFF - GENERAL COUNSEL AND COMPANY SECRETARY ADAM HANSEN - CHIEF STRATEGY OFFICER JENNIE CRONIN - CHIEF PEOPLE OFFICER	
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	
a)	Description of the financial instrument	Ordinary shares of 1 pence

	<i>Identification code</i>	<i>GB00BYM1K758</i>																
<i>b)</i>	<i>Nature of the transaction</i>	<i>Awards made pursuant to the On the Beach Group plc Growth Plan</i>																
<i>c)</i>	<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>252p</td> <td>SHAUN MORTON - 1,544,222</td> </tr> <tr> <td>252p</td> <td>JON WORMALD - 1,158,166</td> </tr> <tr> <td>252p</td> <td>ZOE HARRIS - 1,158,166</td> </tr> <tr> <td>252p</td> <td>KASIA MICHALSKA - 1,158,166</td> </tr> <tr> <td>252p</td> <td>KIRSTEEN VICKERSTAFF - 463,266</td> </tr> <tr> <td>252p</td> <td>ADAM HANSEN - 463,266</td> </tr> <tr> <td>252p</td> <td>JENNIE CRONIN - 463,266</td> </tr> </tbody> </table>	<i>Price(s)</i>	<i>Volume(s)</i>	252p	SHAUN MORTON - 1,544,222	252p	JON WORMALD - 1,158,166	252p	ZOE HARRIS - 1,158,166	252p	KASIA MICHALSKA - 1,158,166	252p	KIRSTEEN VICKERSTAFF - 463,266	252p	ADAM HANSEN - 463,266	252p	JENNIE CRONIN - 463,266
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<i>d)</i>	<i>Aggregated information</i> - Aggregated volume - Price	<i>N/A</i>																
<i>e)</i>	<i>Date of the transaction</i>	<i>3 October 2025</i>																
<i>f)</i>	<i>Place of the transaction</i>	<i>Outside a trading venue</i>																

ENDS

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