

07 October 2025

**Midwich Group plc**  
("Midwich", the "Company" or the "Group")

**Director/PDMR Shareholding**

Midwich (AIM: MIDW), a global specialist audio visual distributor to the trade market, has received notification that Stephen Lamb has exercised 91,046 nominal cost options over ordinary shares of £0.01 each in the Company under the Midwich Group plc 2016 Long Term Incentive Plan (the "LTIP Award"), and following this exercise of options, has sold 45,523 ordinary shares in the Company principally to fund the associated tax, national insurance and dealing charges.

This information is provided in accordance with the requirements of Article 19(3) of the EU Market Abuse Regulation No 596/2014.

|                    |   |  |  |       |        |                    |        |                |        |                |        |
|--------------------|---|--|--|-------|--------|--------------------|--------|----------------|--------|----------------|--------|
| 1                  | Details of the person discharging managerial responsibilities   |  |  |       |        |                    |        |                |        |                |        |
| a)                 | Name  | Stephen Lamb   |  |       |        |                    |        |                |        |                |        |
| 2                  | Reason for the notification   |  |  |       |        |                    |        |                |        |                |        |
| a)                 | Position/status   | Group Finance Director   |  |       |        |                    |        |                |        |                |        |
| b)                 | Initial notification/<br>Amendment  | Initial notification   |  |       |        |                    |        |                |        |                |        |
| 3                  | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor   |  |  |       |        |                    |        |                |        |                |        |
| a)                 | Name  | Midwich Group plc  |  |       |        |                    |        |                |        |                |        |
| b)                 | LEI   | 213800TUH2ZU68PZZN12   |  |       |        |                    |        |                |        |                |        |
| 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 £0.01 each  |  |       |        |                    |        |                |        |                |        |
| b)                 | Identification code of the Financial Instrument   | GB00BYSXWW41   |  |       |        |                    |        |                |        |                |        |
| c)                 | Nature of the transaction   | Exercise of options and sale of shares   |  |       |        |                    |        |                |        |                |        |
| d)                 | Price(s) and volume(s)  | <table><tr><td>Price</td><td>Volume</td></tr><tr><td>Exercise: GBP 0.01</td><td>91,046</td></tr><tr><td>Sale: GBP 1.93</td><td>12,510</td></tr><tr><td>Sale: GBP 1.88</td><td>33,310</td></tr></table> |  | Price | Volume | Exercise: GBP 0.01 | 91,046 | Sale: GBP 1.93 | 12,510 | Sale: GBP 1.88 | 33,310 |
| Price              | Volume  |  |  |       |        |                    |        |                |        |                |        |
| Exercise: GBP 0.01 | 91,046  |  |  |       |        |                    |        |                |        |                |        |
| Sale: GBP 1.93     | 12,510  |  |  |       |        |                    |        |                |        |                |        |
| Sale: GBP 1.88     | 33,310  |  |  |       |        |                    |        |                |        |                |        |

|    |   |                              |                      |                  |
|----|---|------------------------------|----------------------|------------------|
|    |   |                              |                      |                  |
| e) | Aggregated information: volume, Price<br><br>Exercise of options<br><br>Sales of shares to satisfy income tax, national insurance and dealing charges | Price(s)                     | Aggregated Volume(s) | Aggregated Total |
|    |   | GBP 0.01                     | 91,046               | £910.46          |
|    |   | GBP 1.93                     | 12,510               | £24,144.30       |
|    |   | GBP 1.88                     | 33,310               | £62,622.80       |
| f) | Date of the transaction   | 6 October 2025               |                      |                  |
| g) | Place of the transaction  | London Stock Exchange (XLON) |                      |                  |

**For further information:**

**Midwich Group plc**

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Stephen Lamb, Finance Director

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**About Midwich Group**

**Specialisation at scale.**

Midwich Group is a network of businesses which partner with the world's leading technology companies to accelerate their growth. Selling into over 50 countries from 23 global locations, the Group specialises in audiovisual technology - whether in state-of-the-art meeting rooms or on a festival main stage, our solutions help the world connect, communicate, or experience wow moments.

**Taking technology further.**

With services ranging from product distribution to complex system design, focused marketing campaigns to flexible financing solutions, and showcase events to seed funding for startups, the Group's ever-expanding offering is designed to add value and solve its partners' biggest challenges. This has enabled the Group to maintain strong relationships with global manufacturers and a diverse customer base of over 21,000, including professional integrators, event production companies and IT resellers in sectors such as education, corporate, retail and live events.

**Enabling tomorrow.**

With around 1,800 employees across the UK and Ireland, EMEA, Asia Pacific and North America, the Company is committed to being a responsible employer. The Group wants to do the right thing and actively works to limit its impact on the environment and communities, and recognises the importance of giving back - find out more about our sustainability activities here.

For further information, please visit [www.midwichgroupplc.com](http://www.midwichgroupplc.com)

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