

FOR IMMEDIATE RELEASE
LEI: 213800QGNIWTFMENJ24

7 October 2025

SSP Group plc
(the "Company")

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

The Company has been notified that on 6 October 2025 the persons set out in the table below, each being a PDMR, acquired ordinary shares of 1^{17/200} pence in the capital of the Company ("Shares") under the Partnership Shares element of the Company's UK Share Incentive Plan ("UK SIP") at a price of £1.685 per Share and were also awarded Shares at nil consideration under the Matching Share element of the UK SIP.

The UK SIP is a share plan available to all of the Company's UK employees, subject to qualifying conditions. The UK SIP is administered by Equiniti Share Plan Trustees Limited, a UK incorporated company, who is the registered holder of the Shares.

The relevant notifications set out below are provided in accordance with the requirements of the UK Market Abuse Regulation.

1	Details of the persons discharging managerial responsibility		
a)	Name	1. Jonathan Davies 2. Kari Daniels	
2	Reason for the notification		
a)	Position/status	1. Deputy Group CEO 2. CEO - UK & Ireland	
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	Purchase of Partnership Shares and allocation of Matching Shares under the UK SIP.	
d)	Currency	GBP - British Pound	
e)	Price(s) and Volume(s)	Partnership Shares	
		Price(s) per share	Volume(s)
		1. £1.685	1. 75

		<table><tr><td>2.</td><td>£1.685</td><td>2.</td><td>89</td></tr></table>	2.	£1.685	2.	89											
2.	£1.685	2.	89														
		Matching Shares															
		<table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>1.</td><td>£0.00</td><td>1.</td><td>37</td></tr><tr><td>2.</td><td>£0.00</td><td>2.</td><td>44</td></tr></table>	Price(s) per share	Volume(s)	1.	£0.00	1.	37	2.	£0.00	2.	44					
Price(s) per share	Volume(s)																
1.	£0.00	1.	37														
2.	£0.00	2.	44														
f)	Aggregated Information <ul style="list-style-type: none">- Price- Volume- Total Price	Partnership Shares															
		<table><tr><th>Price(s) per share</th><th>Volume(s)</th><th>Total Aggregate Price</th></tr><tr><td>1.</td><td>£1.685</td><td>1.</td><td>75</td><td>1.</td><td>£126.344</td></tr><tr><td>2.</td><td>£1.685</td><td>2.</td><td>89</td><td>2.</td><td>£149.929</td></tr></table>	Price(s) per share	Volume(s)	Total Aggregate Price	1.	£1.685	1.	75	1.	£126.344	2.	£1.685	2.	89	2.	£149.929
Price(s) per share	Volume(s)	Total Aggregate Price															
1.	£1.685	1.	75	1.	£126.344												
2.	£1.685	2.	89	2.	£149.929												
		Matching Shares															
		<table><tr><th>Price(s) per share</th><th>Volume(s)</th><th>Total Aggregate Price</th></tr><tr><td>1.</td><td>£0.00</td><td>1.</td><td>37</td><td>1.</td><td>£0.00</td></tr><tr><td>2.</td><td>£0.00</td><td>2.</td><td>44</td><td>2.</td><td>£0.00</td></tr></table>	Price(s) per share	Volume(s)	Total Aggregate Price	1.	£0.00	1.	37	1.	£0.00	2.	£0.00	2.	44	2.	£0.00
Price(s) per share	Volume(s)	Total Aggregate Price															
1.	£0.00	1.	37	1.	£0.00												
2.	£0.00	2.	44	2.	£0.00												
g)	Date of transaction	6 October 2025															
h)	Place of transaction	London Stock Exchange (XLON)															

For further information, please contact:

SSP Group plc

Fiona Scattergood, Group General Counsel & Company Secretary

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHEANEXEFPSFEA