

ON THE BEACH GROUP PLC

Transaction in Own Shares

ON THE BEACH GROUP PLC (the "Company") announces that it has purchased for cancellation (through Peel Hunt) Ordinary shares of 1p each in the Company ("Ordinary shares") on the London Stock Exchange as follows:

Date of purchase	08 October 2025
Number of shares purchased (aggregated volume):	500,706
Highest price paid per share (pence):	218.00
Lowest price paid per share (pence):	215.50
Volume weighted average price paid per share (pence):	216.35

Following the purchase and cancellation of those shares, the Company will have 152,682,853 Ordinary shares in issue. This figure 152,682,853 represents the total voting rights in the Company and may be used by shareholders as the denominator for the calculations by which they can determine if they are required to notify their interest in, or a change to their interest in, the Company under the Financial Conduct Authority's Disclosure Guidance and Transparency Rules.

In accordance with Article 5(1)(b) of Regulation (EU) 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 (as amended), the table below contains detailed information of the individual trades made by Peel Hunt as part of the Company's share buyback programme on the date mentioned above.

Aggregated information:

Venue	Volume-weighted average price (pence per share)	Aggregated volume
London Stock Exchange (XLON)	216.35	500,706

Individual transactions:

Number of Ordinary shares purchased	Transaction price (GBp share)	Trading venue	Time of transaction (UK Time)	Transaction reference number
83,667	215.50	XLON	09:43:21	00183146940TRLO0
37,533	215.50	XLON	09:52:42	00183147896TRLO0
9,300	216.00	XLON	09:57:03	00183148269TRLO0
25,000	216.00	XLON	10:32:06	00183151567TRLO0
170,749	216.00	XLON	10:45:51	00183152878TRLO0
74,457	216.50	XLON	11:18:00	00183156065TRLO0
100,000	218.00	XLON	11:35:00	00183157698TRLO0

For further information:

ON THE BEACH GROUP PLC
Shaun Morton, Chief Executive Officer
Jon Wormald, Chief Financial Officer

c/o FTI Consulting

FTI Consulting
Alex Beagley, Harriet Jackson

Tel: +44 (0)20 3727 1000

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