



14 October 2025

## FRANCHISE BRANDS PLC

("Franchise Brands", the "Group" or the "Company")

### EBT share purchase programme update

On 15 October 2024, the Company announced the re-commencement of the Employee Benefit Trust ("EBT") share purchase programme up to an aggregate value of £5m. Since then the Company has carried out a regular and consistent programme, with £1.4m funded to date. The programme seeks to mitigate the dilutive impact of share option awards and to improve overall shareholder return.

The EBT currently holds 1.5m Ordinary Shares which represents 0.77 per cent. of the Company's current issued share capital.

Anomalies in the share price present opportunities for the Board to act in the interests of all shareholders to fund the EBT to purchase shares. Given that the Board believes the current share price significantly undervalues the Group, it has decided to fund the EBT to purchase additional shares to an aggregate value of £1m as part of the £5m total.

Due to the limited liquidity in the issued Ordinary Shares, any share purchase of Ordinary Shares pursuant to the authority on any trading day may represent a significant proportion of the daily trading volume in the Ordinary Shares on the London Stock Exchange and may exceed 25 per cent. of the average daily trading volume, being the limit laid down in Article 5(1) of Regulation (EU) No 596/2014 (as incorporated into UK domestic law by the European Union (Withdrawal) Act 2018) and the Commission Delegated Regulation (EU) 2016/1052 (as incorporated into UK domestic law by the European Union (Withdrawal) Act 2018) and, accordingly, the Company will not benefit from the exemption contained in that Article.

#### Enquiries:

##### Franchise Brands plc

Stephen Hemsley, Executive Chairman

+ 44 (0) 1625 813231

Peter Molloy, CEO

Andrew Mallows, CFO

Julia Choudhury, Corporate Development Director

##### Stifel Nicolaus Europe Limited (Nominated Adviser and Joint Broker)

Matthew Blawat

Jason Grossman

+44 (0) 20 7710 7600

##### Allenby Capital Limited (Joint Broker)

Jeremy Porter / Daniel Dearden-Williams (Corporate Finance)

Amrit Nahal / Joscelin Pinnington (Sales & Corporate Broking)

+44 (0) 20 3328 5656

##### Dowgate Capital Limited (Joint Broker)

James Serjeant/Amber Higgs (Corporate Broking)

Mel Brown (Sales)

+44 (0) 20 3903 7715

##### MHP Group (Financial PR)

Katie Hunt / Hugo Harris

+44 (0) 20 3128 8100

+44 (0) 7884 494112

[franchisebrands@mhpgroup.com](mailto:franchisebrands@mhpgroup.com)

#### About Franchise Brands plc

Franchise Brands (FTSE AIM UK 50) is an international, multi-brand franchisor focused on B2B van-based service with seven franchise brands and a presence in 10 countries across the UK, North America and Europe. The Group is focused on building market-leading businesses primarily via a franchise model and has a combined network of c600 franchisees.

The Company owns several market-leading brands with long trading histories, including Pirtek in Europe, Filta, Metro Rod and Metro Plumb, all of which benefit from the Group's central support services, particularly technology, marketing, and finance. At the heart of Franchise Brands' business-building strategy is helping its franchisees grow their businesses: "as they grow, we grow".

Franchise Brands employs over 625 people across the Group and there are over 3,000 people in the franchise community.

For further information, visit [www.franchisebrands.co.uk](http://www.franchisebrands.co.uk)

information, please contact [rns@seg.com](mailto:rns@seg.com) or visit [www.rns.com](http://www.rns.com).

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