

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	15 October 2025
Number of shares purchased (aggregated volume):	125,645
Highest price paid per share (pence):	225.00
Lowest price paid per share (pence):	223.50
Volume weighted average price paid per share (pence):	224.73

Following the purchase and cancellation of those shares, the Company will have 151,510,327 Ordinary shares in issue. This figure 151,510,327 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)	224.73	125,645

Individual transactions:

Number of Ordinary shares purchased	Transaction price (GBp share)	Trading venue	Time of transaction (UK Time)	Transaction reference number
21,579	223.50	XLON	16:09:26	00183576327TRLOO
4,066	224.50	XLON	16:13:59	00183576985TRLOO
100,000	225.00	XLON	16:24:09	00183578711TRLOO

For further information:

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