

C&C Group plc ('C&C')

Notification of Transactions by Persons Discharging Managerial Responsibilities and Persons Closely Associated with them

C&C has been informed that, on 15 October 2025, the PDMRs detailed below purchased through the Company's UK administered Share Incentive Plan ('SIP') and Irish administered Revenue Approved Profit-Sharing Scheme ('APSS'), ordinary shares in the Company ('Partnership Shares' under the SIP and 'Contributory Shares' under the APSS). Under the terms of the SIP/APSS, each eligible employee can choose to purchase Partnership Shares/Contributory Shares from their gross pay as a lump sum or as a monthly contribution, and the share purchases are matched by C&C ('Matching Shares').

| Name of PDMR | Partnership/Contributory Shares purchased | Matching Shares awarded | Price |
|---------------|---|-------------------------|-----------|
| Cara Chambers | 37 | 37 | £1.364 |
| Barry Sheehan | 91 | 91 | €1.572379 |

The notifications required in accordance with DTR 3.1 and Article 19 of the UK Market Abuse Regulation, are as follows:

| | | | |
|----|---|--|--|
| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Cara Chambers | |
| 2 | Reason for the notification | | |
| a) | Position/status | Person discharging managerial responsibilities (Chief Marketing Officer) | |
| b) | Initial Notification Amendment | Initial Notification | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | C&C Group plc | |
| b) | LEI | 635400LNUHA2LDXXV850 | |
| 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 Identification code | Ordinary Shares of €0.01 each ISIN: IE00B010DT83 | |
| b) | Nature of the transaction | Purchase of Partnership Shares and Matching Shares awarded by the Company under the SIP. | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | £1.364 | 74 (37 Partnership Shares and 37 Matching Shares) |
| d) | Aggregated information - Aggregated volume - Price | Aggregated volume | Aggregated price |
| | | 74 | £100.94 |
| e) | Date of the transaction | 15 October 2025 | |
| f) | Place of the transaction | London Stock Exchange (XLON) | |

| | | |
|----|---|---|
| 1 | Details of the person discharging managerial responsibilities/person closely associated | |
| a) | Name | Barry Sheehan |
| 2 | Reason for the notification | |
| a) | Position/status | Person discharging managerial responsibilities (Chief Commercial Officer) |
| b) | Initial Notification Amendment | Initial Notification |

| | | | |
|----|---|--|--|
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | C&C Group plc | |
| b) | LEI | 635400LNUHA2LDXXV850 | |
| 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 Identification code | Ordinary Shares of €0.01 each ISIN: IE00B010DT83 | |
| b) | Nature of the transaction | Purchase of Contributory Shares and Matching Shares awarded by the Company under the APSS. | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | €1.572379 | 182 91 Contributory Shares and 91 Matching Shares) |
| d) | Aggregated information - Aggregated volume - Price | Aggregated volume | Aggregated price |
| | | 182 | €286.17 |
| e) | Date of the transaction | 15 October 2025 | |
| f) | Place of the transaction | London Stock Exchange (XLON) | |

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