

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	17 October 2025
Number of shares purchased (aggregated volume):	167,497
Highest price paid per share (pence):	224.00
Lowest price paid per share (pence):	222.00
Volume weighted average price paid per share (pence):	222.51

Following the purchase and cancellation of those shares, the Company will have 151,081,287 Ordinary shares in issue. This figure 151,081,287 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)	222.51	167,497

Individual transactions:

Number of Ordinary shares purchased	Transaction price (GBP share)	Trading venue	Time of transaction (UK Time)	Transaction reference number
25,000	222.00	XLON	08:00:35	00183654185TRLO0
100,000	222.00	XLON	14:35:31	00183698670TRLO0
42,497	224.00	XLON	15:07:16	00183706677TRLO0

For further information:

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