

23 October 2025

Notification and public disclosure of the sale of shares in connection with the vesting of RSU and LTIP Awards to Persons Discharging Managerial Responsibilities ("PDMR")

Sale of shares

Further to the announcement made on 17 October 2025 detailing certain share awards which vested under the terms of the McBride plc 2020 Restricted Share Unit Plan and the McBride plc 2014 Long-Term Incentive Plan on 7 and 8 October 2025, respectively, McBride plc confirms that on 21 and 23 October 2025 the following individuals sold ordinary shares of £0.10 each (each a "Share") in McBride plc in connection with the vesting of the aforementioned awards to pay the tax liability:

| Name | Sale of Shares for Tax on 21 October 2025 | Sale of Shares for Tax on 23 October 2025 | No. of Shares held in McBride plc after the Sale of Shares on 21 and 23 October 2025 |
|--------------------|---|---|--|
| Chris Smith | 102,211 | 740,443 | 1,745,832 |
| Mark Strickland | 80,396 | 391,532 | 848,005 |
| Peter Ingelse | 109,607 | 115,063 | 530,215 |
| Lennard Markestein | 116,035 | 120,450 | 578,825 |
| Marielle Claudon | 71,136 | 86,277 | 256,860 |

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|----------|---|--|---|----------|-----------|--------|---------|
| 1. | Details of the Persons Discharging Managerial Responsibilities ("PDMR")/Relevant Employees/Person Closely Associated ("PCA") | | | | | | |
| a) | Name | | Chris Smith | | | | |
| 2. | Reason for the notification | | | | | | |
| b) | Position/Status | | Chief Executive Officer | | | | |
| c) | Initial notification/amendment | | Initial Notification | | | | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | |
| a) | Name | | McBride plc | | | | |
| b) | LEI | | 213800HX7FMPA2CIEF02 | | | | |
| 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 10p each GB0005746358 | | | | |
| b) | Nature of the transaction | | Sale of Shares | | | | |
| c) | Price(s) and volume(s) | | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£1.233</td><td>102,211</td></tr></table> | Price(s) | Volume(s) | £1.233 | 102,211 |
| Price(s) | Volume(s) | | | | | | |
| £1.233 | 102,211 | | | | | | |
| d) | Aggregated information Aggregated volume Price | | N/A - single transaction | | | | |
| e) | Date of the transaction | | 21 October 2025 | | | | |
| f) | Place of transaction | | London Stock Exchange | | | | |

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|----|---|-------------------------|
| 1. | Details of the Persons Discharging Managerial Responsibilities ("PDMR")/Relevant Employees/Person Closely Associated ("PCA") | |
| a) | Name | Chris Smith |
| 2. | Reason for the notification | |
| b) | Position/Status | Chief Executive Officer |
| c) | Initial notification/amendment | Initial Notification |

| | | | | | | | |
|----------|---|---|--|----------|-----------|--------|---------|
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | |
| a) | Name | McBride plc | | | | | |
| b) | LEI | 213800HX7FMPA2CIEF02 | | | | | |
| 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 10p each GB0005746358 | | | | | |
| b) | Nature of the transaction | Sale of Shares | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£1.224</td><td>740,443</td></tr></table> | | Price(s) | Volume(s) | £1.224 | 740,443 |
| Price(s) | Volume(s) | | | | | | |
| £1.224 | 740,443 | | | | | | |
| d) | Aggregated information Aggregated volume Price | N/A - single transaction | | | | | |
| e) | Date of the transaction | 23 October 2025 | | | | | |
| f) | Place of transaction | London Stock Exchange | | | | | |

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|----------|---|--|--|----------|-----------|--------|--------|
| 1. | Details of the Persons Discharging Managerial Responsibilities ("PDMR")/Relevant Employees/Person Closely Associated ("PCA") | | | | | | |
| a) | Name | Mark Strickland | | | | | |
| 2. | Reason for the notification | | | | | | |
| b) | Position/Status | Chief Financial Officer | | | | | |
| c) | Initial notification/amendment | Initial Notification | | | | | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | |
| a) | Name | McBride plc | | | | | |
| b) | LEI | 213800HX7FMPA2CIEF02 | | | | | |
| 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 10p each GB0005746358 | | | | | |
| b) | Nature of the transaction | Sale of Shares | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£1.233</td><td>80,396</td></tr></table> | | Price(s) | Volume(s) | £1.233 | 80,396 |
| Price(s) | Volume(s) | | | | | | |
| £1.233 | 80,396 | | | | | | |
| d) | Aggregated information Aggregated volume Price | N/A - single transaction | | | | | |
| e) | Date of the transaction | 21 October 2025 | | | | | |
| f) | Place of transaction | London Stock Exchange | | | | | |

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|----|---|-------------------------|
| 1. | Details of the Persons Discharging Managerial Responsibilities ("PDMR")/Relevant Employees/Person Closely Associated ("PCA") | |
| a) | Name | Mark Strickland |
| 2. | Reason for the notification | |
| b) | Position/Status | Chief Financial Officer |
| c) | Initial notification/amendment | Initial Notification |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | McBride plc |
| b) | LEI | 213800HX7FMPA2CIEF02 |
| 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 10p each GB0005746358 | | | | | |
| b) | Nature of the transaction | Sale of Shares | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£1.224</td><td>391,532</td></tr></table> | Price(s) | Volume(s) | £1.224 | 391,532 | |
| Price(s) | Volume(s) | | | | | | |
| £1.224 | 391,532 | | | | | | |
| d) | Aggregated information Aggregated volume Price | N/A - single transaction | | | | | |
| e) | Date of the transaction | 23 October 2025 | | | | | |
| f) | Place of transaction | London Stock Exchange | | | | | |

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|----------|---|---|--|----------|-----------|--------|---------|
| 1. | Details of the Persons Discharging Managerial Responsibilities ("PDMR")/Relevant Employees/Person Closely Associated ("PCA") | | | | | | |
| a) | Name | Peter Ingelse | | | | | |
| 2. | Reason for the notification | | | | | | |
| b) | Position/Status | Divisional Managing Director | | | | | |
| c) | Initial notification/amendment | Initial Notification | | | | | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | |
| a) | Name | McBride plc | | | | | |
| b) | LEI | 213800HX7FMPA2CIEF02 | | | | | |
| 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 10p each GB0005746358 | | | | | |
| b) | Nature of the transaction | Sale of Shares | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£1.233</td><td>109,607</td></tr></table> | | Price(s) | Volume(s) | £1.233 | 109,607 |
| Price(s) | Volume(s) | | | | | | |
| £1.233 | 109,607 | | | | | | |
| d) | Aggregated information Aggregated volume Price | N/A - single transaction | | | | | |
| e) | Date of the transaction | 21 October 2025 | | | | | |
| f) | Place of transaction | London Stock Exchange | | | | | |

| | | | |
|----|---|---|--|
| 1. | Details of the Persons Discharging Managerial Responsibilities ("PDMR")/Relevant Employees/Person Closely Associated ("PCA") | | |
| a) | Name | Peter Ingelse | |
| 2. | Reason for the notification | | |
| b) | Position/Status | Divisional Managing Director | |
| c) | Initial notification/amendment | Initial Notification | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | McBride plc | |
| b) | LEI | 213800HX7FMPA2CIEF02 | |
| 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 10p each GB0005746358 | |
| b) | Nature of the transaction | Sale of Shares | |
| c) | Price(s) and volume(s) | | |

| | | | | | | |
|----------|--|---|----------|-----------|--------|---------|
| | | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£1.224</td><td>115,063</td></tr></table> | Price(s) | Volume(s) | £1.224 | 115,063 |
| Price(s) | Volume(s) | | | | | |
| £1.224 | 115,063 | | | | | |
| d) | Aggregated information Aggregated volume Price | N/A - single transaction | | | | |
| e) | Date of the transaction | 23 October 2025 | | | | |
| f) | Place of transaction | London Stock Exchange | | | | |

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|----------|---|---|--|----------|-----------|--------|---------|
| 1. | Details of the Persons Discharging Managerial Responsibilities ("PDMR")/Relevant Employees/Person Closely Associated ("PCA") | | | | | | |
| a) | Name | Lennard Markestein | | | | | |
| 2. | Reason for the notification | | | | | | |
| b) | Position/Status | Divisional Managing Director | | | | | |
| c) | Initial notification/amendment | Initial Notification | | | | | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | |
| a) | Name | McBride plc | | | | | |
| b) | LEI | 213800HX7FMPA2CIEF02 | | | | | |
| 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 10p each GB0005746358 | | | | | |
| b) | Nature of the transaction | Sale of Shares | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£1.233</td><td>116,035</td></tr></table> | | Price(s) | Volume(s) | £1.233 | 116,035 |
| Price(s) | Volume(s) | | | | | | |
| £1.233 | 116,035 | | | | | | |
| d) | Aggregated information Aggregated volume Price | N/A - single transaction | | | | | |
| e) | Date of the transaction | 21 October 2025 | | | | | |
| f) | Place of transaction | London Stock Exchange | | | | | |

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|----------|---|---|--|----------|-----------|--------|---------|
| 1. | Details of the Persons Discharging Managerial Responsibilities ("PDMR")/Relevant Employees/Person Closely Associated ("PCA") | | | | | | |
| a) | Name | Lennard Markestein | | | | | |
| 2. | Reason for the notification | | | | | | |
| b) | Position/Status | Divisional Managing Director | | | | | |
| c) | Initial notification/amendment | Initial Notification | | | | | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | |
| a) | Name | McBride plc | | | | | |
| b) | LEI | 213800HX7FMPA2CIEF02 | | | | | |
| 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 10p each GB0005746358 | | | | | |
| b) | Nature of the transaction | Sale of Shares | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£1.224</td><td>120,450</td></tr></table> | | Price(s) | Volume(s) | £1.224 | 120,450 |
| Price(s) | Volume(s) | | | | | | |
| £1.224 | 120,450 | | | | | | |
| d) | Aggregated information Aggregated volume | N/A - single transaction | | | | | |

| | | |
|----|-------------------------|-----------------------|
| | Price | |
| e) | Date of the transaction | 23 October 2025 |
| f) | Place of transaction | London Stock Exchange |

| | | | | | | | |
|----------|---|--|--|----------|-----------|--------|--------|
| 1. | Details of the Persons Discharging Managerial Responsibilities ("PDMR")/Relevant Employees/Person Closely Associated ("PCA") | | | | | | |
| a) | Name | Marielle Claudon | | | | | |
| 2. | Reason for the notification | | | | | | |
| b) | Position/Status | Divisional Managing Director | | | | | |
| c) | Initial notification/amendment | Initial Notification | | | | | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | |
| a) | Name | McBride plc | | | | | |
| b) | LEI | 213800HX7FMPA2CIEF02 | | | | | |
| 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 10p each GB0005746358 | | | | | |
| b) | Nature of the transaction | Sale of Shares | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£1.233</td><td>71,136</td></tr></table> | | Price(s) | Volume(s) | £1.233 | 71,136 |
| Price(s) | Volume(s) | | | | | | |
| £1.233 | 71,136 | | | | | | |
| d) | Aggregated information Aggregated volume Price | N/A - single transaction | | | | | |
| e) | Date of the transaction | 21 October 2025 | | | | | |
| f) | Place of transaction | London Stock Exchange | | | | | |

| | | | | | | | |
|----------|---|--|--|----------|-----------|--------|--------|
| 1. | Details of the Persons Discharging Managerial Responsibilities ("PDMR")/Relevant Employees/Person Closely Associated ("PCA") | | | | | | |
| a) | Name | Marielle Claudon | | | | | |
| 2. | Reason for the notification | | | | | | |
| b) | Position/Status | Divisional Managing Director | | | | | |
| c) | Initial notification/amendment | Initial Notification | | | | | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | |
| a) | Name | McBride plc | | | | | |
| b) | LEI | 213800HX7FMPA2CIEF02 | | | | | |
| 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 10p each GB0005746358 | | | | | |
| b) | Nature of the transaction | Sale of Shares | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£1.224</td><td>86,277</td></tr></table> | | Price(s) | Volume(s) | £1.224 | 86,277 |
| Price(s) | Volume(s) | | | | | | |
| £1.224 | 86,277 | | | | | | |
| d) | Aggregated information Aggregated volume Price | N/A - single transaction | | | | | |
| e) | Date of the transaction | 23 October 2025 | | | | | |
| f) | Place of transaction | London Stock Exchange | | | | | |

ENDS

For further information, please contact:

McBride plc

Chris Smith, Chief Executive Officer
Mark Strickland, Chief Financial Officer

Instinctif Partners

020 7457 2020

Hannah Scott
Galyna Kulachek

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