

ON THE BEACH GROUP PLC

Transaction in Own Shares

ON THE BEACH GROUP PLC (the "Company") announces that it has purchased for cancellation (through Deutsche Numis) Ordinary shares of 1p each in the Company ("Ordinary shares") on the London Stock Exchange as follows:

Date of purchase	28 October 2025
Number of shares purchased (aggregated volume):	208,883
Highest price paid per share (pence):	223.00
Lowest price paid per share (pence):	217.0
Volume weighted average price paid per share (pence):	218.8293

Following the purchase and cancellation of those shares, the Company will have 148,764,053 Ordinary shares in issue. This figure 148,764,053 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 Deutsche Numis 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)	218.8293	208,883

Individual transactions:

Number of ordinary shares purchased	Transaction price (GBP share)	Time of transaction (UK Time)	Transaction reference number	Trading venue
118	221.50	08:17:03	00077658112TRLOO	XLON
2447	221.50	08:17:03	00077658113TRLOO	XLON
9010	223.00	08:19:16	00077658170TRLOO	XLON
2909	223.00	08:19:16	00077658171TRLOO	XLON
2528	223.00	08:19:16	00077658172TRLOO	XLON
2421	223.00	08:20:41	00077658298TRLOO	XLON
2427	222.50	08:26:07	00077658499TRLOO	XLON
2577	222.00	08:51:08	00077659591TRLOO	XLON
2402	222.00	09:23:52	00077660942TRLOO	XLON
2382	221.50	09:32:42	00077661321TRLOO	XLON
3203	219.00	09:50:00	00077661901TRLOO	XLON
816	220.00	09:57:50	00077662130TRLOO	XLON
2589	220.00	09:58:14	00077662136TRLOO	XLON
436	220.50	10:19:14	00077663182TRLOO	XLON
9	220.50	10:19:14	00077663183TRLOO	XLON
1830	220.50	10:19:14	00077663184TRLOO	XLON
917	220.50	10:19:14	00077663185TRLOO	XLON
2547	220.50	10:23:27	00077663302TRLOO	XLON
2100	219.50	10:35:23	00077663798TRLOO	XLON
789	219.50	10:35:23	00077663799TRLOO	XLON
2741	219.50	10:39:23	00077663913TRLOO	XLON
25000	219.50	11:02:01	00077664645TRLOO	XLON
2410	219.50	11:04:54	00077664730TRLOO	XLON
900	219.50	11:19:54	00077665060TRLOO	XLON
301	219.00	11:26:32	00077665253TRLOO	XLON
90	219.00	11:26:32	00077665254TRLOO	XLON
299	219.00	11:26:45	00077665257TRLOO	XLON
2947	219.00	11:31:42	00077665422TRLOO	XLON
2787	218.50	11:59:47	00077666438TRLOO	XLON
97	218.50	12:06:08	00077666650TRLOO	XLON
100	218.50	12:06:08	00077666651TRLOO	XLON

100	218.50	12:00:00	0007766631TRLOO	XLON
2449	218.50	12:08:08	00077666702TRLOO	XLON
1749	218.50	12:13:01	00077666824TRLOO	XLON
648	218.50	12:13:01	00077666825TRLOO	XLON
400	218.00	12:18:00	00077666988TRLOO	XLON
2174	217.50	12:30:14	00077667402TRLOO	XLON
333	217.50	12:30:14	00077667403TRLOO	XLON
815	217.50	12:30:14	00077667404TRLOO	XLON
513	217.50	12:30:14	00077667405TRLOO	XLON
1800	218.00	12:30:14	00077667406TRLOO	XLON
64	218.00	12:30:14	00077667407TRLOO	XLON
1128	217.00	13:04:41	00077668178TRLOO	XLON
368	217.00	13:31:11	00077669148TRLOO	XLON
247	217.00	13:31:11	00077669149TRLOO	XLON
1398	217.00	13:31:11	00077669150TRLOO	XLON
2499	217.00	13:31:11	00077669151TRLOO	XLON
25000	217.00	13:50:44	00077670124TRLOO	XLON
2878	217.00	13:50:45	00077670125TRLOO	XLON
5000	217.00	13:51:41	00077670169TRLOO	XLON
2894	219.00	13:53:54	00077670258TRLOO	XLON
2605	218.50	13:56:15	00077670363TRLOO	XLON
2619	218.00	14:01:43	00077670639TRLOO	XLON
2067	217.50	14:23:43	00077671777TRLOO	XLON
346	217.50	14:23:43	00077671778TRLOO	XLON
965	218.00	14:33:26	00077672125TRLOO	XLON
1742	218.00	14:33:26	00077672126TRLOO	XLON
2915	218.00	14:40:26	00077672304TRLOO	XLON
2683	218.00	14:49:26	00077672638TRLOO	XLON
600	218.00	14:54:33	00077672875TRLOO	XLON
1733	217.50	15:01:28	00077673204TRLOO	XLON
1638	217.50	15:01:28	00077673205TRLOO	XLON
34	217.50	15:10:28	00077673513TRLOO	XLON
1031	217.50	15:10:28	00077673514TRLOO	XLON
252	217.50	15:10:28	00077673515TRLOO	XLON
42	217.50	15:10:28	00077673516TRLOO	XLON
1158	217.50	15:10:28	00077673517TRLOO	XLON
199	217.50	15:10:28	00077673518TRLOO	XLON
2324	218.50	15:19:44	00077673760TRLOO	XLON
59	218.50	15:19:44	00077673761TRLOO	XLON
87	218.50	15:21:11	00077673831TRLOO	XLON
1378	218.50	15:21:11	00077673832TRLOO	XLON
2300	218.00	15:27:11	00077674069TRLOO	XLON
34	218.00	15:27:11	00077674070TRLOO	XLON
110	218.00	15:27:11	00077674071TRLOO	XLON
2100	218.50	15:33:45	00077674445TRLOO	XLON
656	218.50	15:33:45	00077674446TRLOO	XLON
2882	218.00	15:34:08	00077674450TRLOO	XLON
34	217.50	15:45:16	00077674780TRLOO	XLON
2799	217.50	15:45:16	00077674781TRLOO	XLON
34	217.50	15:49:16	00077674971TRLOO	XLON
2379	217.50	15:49:16	00077674972TRLOO	XLON
94	217.00	15:51:47	00077675087TRLOO	XLON
34	217.00	15:54:25	00077675229TRLOO	XLON
34	217.00	15:55:32	00077675260TRLOO	XLON
40	217.00	16:00:12	00077675480TRLOO	XLON
34	217.00	16:00:12	00077675481TRLOO	XLON
161	217.00	16:03:25	00077675555TRLOO	XLON
1531	218.00	16:03:25	00077675546TRLOO	XLON
475	218.00	16:03:25	00077675547TRLOO	XLON
90	218.00	16:03:25	00077675548TRLOO	XLON
125	218.00	16:03:25	00077675549TRLOO	XLON
154	218.00	16:03:25	00077675550TRLOO	XLON
87	218.00	16:03:25	00077675551TRLOO	XLON
306	218.00	16:03:25	00077675552TRLOO	XLON
1561	218.00	16:03:25	00077675553TRLOO	XLON
4266	218.00	16:03:25	00077675554TRLOO	XLON
2526	217.50	16:03:34	00077675562TRLOO	XLON
90	218.00	16:03:34	00077675563TRLOO	XLON
1224	218.00	16:03:34	00077675564TRLOO	XLON
100	218.00	16:03:34	00077675565TRLOO	XLON

689	218.00	16:03:34	00077675565TRLOO	XLON
729	218.00	16:03:34	00077675566TRLOO	XLON
2709	218.00	16:07:42	00077675728TRLOO	XLON
1227	217.50	16:10:42	00077675838TRLOO	XLON
2924	218.00	16:18:19	00077676115TRLOO	XLON
222	218.00	16:18:19	00077676116TRLOO	XLON
682	218.00	16:18:19	00077676117TRLOO	XLON
2900	218.00	16:18:19	00077676118TRLOO	XLON
934	218.00	16:18:19	00077676119TRLOO	XLON
2516	218.00	16:18:19	00077676120TRLOO	XLON
2742	218.00	16:21:19	00077676277TRLOO	XLON
443	218.00	16:35:24	00077677090TRLOO	XLON
993	218.00	16:35:24	00077677091TRLOO	XLON
605	218.00	16:35:24	00077677092TRLOO	XLON
1445	218.00	16:35:24	00077677093TRLOO	XLON

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