

## 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	30 October 2025
Number of shares purchased (aggregated volume):	208,626
Highest price paid per share (pence):	216.00
Lowest price paid per share (pence):	211.00
Volume weighted average price paid per share (pence):	213.0315

Following the purchase and cancellation of those shares, the Company will have 148,305,427 Ordinary shares in issue. This figure 148,305,427 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)	213.0315	208,626

### Individual transactions:

Number of ordinary shares purchased	Transaction price (GBP share)	Time of transaction (UK Time)	Transaction reference number	Trading venue
2997	214.50	08:51:52	00077700886TRL00	XLON
2683	214.50	08:51:52	00077700885TRL00	XLON
2717	214.50	09:04:16	00077701447TRL00	XLON
2831	214.50	09:08:55	00077701587TRL00	XLON
3083	214.50	10:09:56	00077703970TRL00	XLON
614	214.00	10:35:58	00077704835TRL00	XLON
2783	214.50	10:54:50	00077705256TRL00	XLON
24	214.50	11:08:50	00077705659TRL00	XLON
11	214.50	11:08:50	00077705660TRL00	XLON
2529	214.50	11:08:50	00077705661TRL00	XLON
1076	214.00	11:13:27	00077705888TRL00	XLON
1440	214.00	11:13:27	00077705889TRL00	XLON
50000	213.00	11:29:31	00077706502TRL00	XLON
2269	213.00	11:29:32	00077706513TRL00	XLON
1541	213.00	11:29:32	00077706514TRL00	XLON
1149	212.50	11:29:40	00077706519TRL00	XLON
1173	212.50	11:29:43	00077706520TRL00	XLON
396	212.50	11:29:43	00077706521TRL00	XLON
2611	212.00	12:45:38	00077709365TRL00	XLON
1830	211.50	12:45:38	00077709366TRL00	XLON
781	211.50	12:45:38	00077709367TRL00	XLON
3098	211.50	13:06:07	00077710184TRL00	XLON
75000	211.50	13:09:15	00077710275TRL00	XLON
706	211.00	13:10:29	00077710333TRL00	XLON
2673	213.00	14:09:13	00077713465TRL00	XLON
210	213.50	14:10:54	00077713573TRL00	XLON
2774	213.50	14:10:54	00077713574TRL00	XLON
1830	213.50	14:26:54	00077714406TRL00	XLON
991	213.50	14:26:54	00077714407TRL00	XLON
1800	214.00	14:41:08	00077714994TRL00	XLON
62	214.00	14:48:56	00077715226TRL00	XLON

293	214.00	14:46:30	00077715520TRLO0	XLON
2941	214.50	14:53:05	00077715513TRLO0	XLON
3154	214.50	14:53:05	00077715514TRLO0	XLON
3037	216.00	15:05:50	00077715848TRLO0	XLON
3157	216.00	15:39:37	00077716888TRLO0	XLON
3554	216.00	15:39:37	00077716889TRLO0	XLON
3127	216.00	15:39:37	00077716890TRLO0	XLON
3114	216.00	15:39:37	00077716891TRLO0	XLON
4076	216.00	15:39:37	00077716892TRLO0	XLON
1461	216.00	15:51:47	00077717561TRLO0	XLON
3054	216.00	15:51:47	00077717562TRLO0	XLON
1502	216.00	15:51:47	00077717563TRLO0	XLON
2736	216.00	15:51:47	00077717564TRLO0	XLON

For further information:

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