

10 November 2025

EUROCELL PLC
(the "Company")

Director/PDMR Shareholding

Eurocell plc announces that, pursuant to the Non-executive Directors' Share Purchase Plan which was announced on 3 February 2023, five directors have purchased shares in the Company on 7 November 2025. As previously announced, following these trades, Will Truman's membership of the scheme has now ceased.

The notification set out below, made in accordance with the requirements of the EU Market Abuse Regulation, provides further details.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

1.	Details of PDMR / person closely associated with them ("PCA")		
a)	Name	Derek Mapp	
2.	Reason for the notification		
a)	Position / status	Non-executive Director (Chair of the Board)	
b)	Initial notification / amendment	Initial Notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Eurocell plc	
b)	Legal Entity Identifier	213800RH62IQ7S9OFQ55	
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	Ordinary shares of £0.001 each in the Company ("Ordinary Shares") ISIN Number GB00BVV2KN49	
b)	Nature of the transaction	Purchase of Ordinary shares pursuant to the Non-executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£1.29	4,227
d)	Aggregated information <ul style="list-style-type: none">- Aggregated volume- Aggregated price- Aggregated total	N/A - single transaction	
e)	Date of the transaction	7 November 2025	
f)	Place of the transaction	London Stock Exchange (XLON)	

1.	Details of PDMR / person closely associated with them ("PCA")	
a)	Name	Alison Littley
2.	Reason for the notification	

2.	Reason for the notification		
a)	Position / status	Non-executive Director	
b)	Initial notification / amendment	Initial Notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Eurocell plc	
b)	Legal Entity Identifier	213800RH62IQ7S9OFQ55	
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	Ordinary shares of £0.001 each in the Company ("Ordinary Shares") ISIN Number GB00BVV2KN49	
b)	Nature of the transaction	Purchase of Ordinary shares pursuant to the Non-executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£1.29	1,904
d)	Aggregated information - Aggregated volume - Aggregated price - Aggregated total	N/A - single transaction	
e)	Date of the transaction	7 November 2025	
f)	Place of the transaction	London Stock Exchange (XLON)	

1.	Details of PDMR / person closely associated with them ("PCA")		
a)	Name	Iraj Amiri	
2.	Reason for the notification		
a)	Position / status	Non-executive Director	
b)	Initial notification / amendment	Initial Notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Eurocell plc	
b)	Legal Entity Identifier	213800RH62IQ7S9OFQ55	
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	Ordinary shares of £0.001 each in the Company ("Ordinary Shares") ISIN Number GB00BVV2KN49	
b)	Nature of the transaction	Purchase of Ordinary shares pursuant to the Non-executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£1.29	1,672
d)	Aggregated information - Aggregated		

	<ul style="list-style-type: none"> - volume - Aggregated price - Aggregated total 	N/A - single transaction
e)	Date of the transaction	7 November 2025
f)	Place of the transaction	London Stock Exchange (XLON)

1.	Details of PDMR / person closely associated with them ("PCA")		
a)	Name	Will Truman	
2.	Reason for the notification		
a)	Position / status	Non-executive Director	
b)	Initial notification / amendment	Initial Notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Eurocell plc	
b)	Legal Entity Identifier	213800RH62IQ7S9OFQ55	
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	Ordinary shares of £0.001 each in the Company ("Ordinary Shares") ISIN Number GB00BVV2KN49	
b)	Nature of the transaction	Purchase of Ordinary shares pursuant to the Non-executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£1.29	1,772
d)	Aggregated information - Aggregated volume - Aggregated price - Aggregated total	N/A - single transaction	
e)	Date of the transaction	7 November 2025	
f)	Place of the transaction	London Stock Exchange (XLON)	

1.	Details of PDMR / person closely associated with them ("PCA")	
a)	Name	Angela Rushforth
2.	Reason for the notification	
a)	Position / status	Non-executive Director
b)	Initial notification / amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Eurocell plc
b)	Legal Entity Identifier	213800RH62IQ7S9OFQ55

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	Ordinary shares of £0.001 each in the Company ("Ordinary Shares") ISIN Number GB00BVV2KN49	
b)	Nature of the transaction	Purchase of Ordinary shares pursuant to the Non-executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£1.29	1,184
d)	Aggregated information - Aggregated volume - Aggregated price - Aggregated total	N/A - single transaction	
e)	Date of the transaction	7 November 2025	
f)	Place of the transaction	London Stock Exchange (XLON)	

Enquiries:

Eurocell plc

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