

## 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                                      | 11 November 2025 |
| Number of shares purchased (aggregated volume):       | 300,000          |
| Highest price paid per share (pence):                 | 215.00           |
| Lowest price paid per share (pence):                  | 212.00           |
| Volume weighted average price paid per share (pence): | 213.5013         |

Following the purchase and cancellation of those shares, the Company will have 146,140,344 Ordinary shares in issue. This figure 146,140,344 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) | 213.5013                                        | 300,000           |

### Individual transactions:

| Number of ordinary shares purchased | Transaction price (GBP share) | Time of transaction (UK Time) | Transaction reference number | Trading venue |
|-------------------------------------|-------------------------------|-------------------------------|------------------------------|---------------|
| 1856                                | 214.00                        | 08:20:56                      | 00077879412TRLOO             | XLON          |
| 1342                                | 214.50                        | 08:24:05                      | 00077879609TRLOO             | XLON          |
| 2100                                | 214.50                        | 08:24:05                      | 00077879608TRLOO             | XLON          |
| 1007                                | 214.00                        | 08:24:47                      | 00077879629TRLOO             | XLON          |
| 753                                 | 214.00                        | 08:24:47                      | 00077879631TRLOO             | XLON          |
| 1612                                | 214.00                        | 08:25:10                      | 00077879653TRLOO             | XLON          |
| 1452                                | 214.00                        | 08:25:10                      | 00077879652TRLOO             | XLON          |
| 441                                 | 214.00                        | 08:25:10                      | 00077879651TRLOO             | XLON          |
| 35000                               | 214.00                        | 08:30:18                      | 00077879988TRLOO             | XLON          |
| 25000                               | 214.00                        | 08:58:22                      | 00077881913TRLOO             | XLON          |
| 3058                                | 215.00                        | 09:02:15                      | 00077882211TRLOO             | XLON          |
| 1800                                | 215.00                        | 09:02:27                      | 00077882217TRLOO             | XLON          |
| 2991                                | 214.50                        | 09:03:00                      | 00077882223TRLOO             | XLON          |
| 525                                 | 214.50                        | 09:03:21                      | 00077882286TRLOO             | XLON          |
| 3008                                | 214.50                        | 09:03:56                      | 00077882324TRLOO             | XLON          |
| 3509                                | 214.00                        | 09:04:27                      | 00077882364TRLOO             | XLON          |
| 3603                                | 215.00                        | 09:06:25                      | 00077882463TRLOO             | XLON          |
| 975                                 | 214.50                        | 09:06:26                      | 00077882465TRLOO             | XLON          |
| 2123                                | 214.50                        | 09:06:26                      | 00077882464TRLOO             | XLON          |
| 3611                                | 214.00                        | 09:13:00                      | 00077882822TRLOO             | XLON          |
| 4                                   | 214.00                        | 09:19:02                      | 00077883010TRLOO             | XLON          |
| 6                                   | 214.00                        | 09:23:19                      | 00077883114TRLOO             | XLON          |
| 759                                 | 214.50                        | 10:00:45                      | 00077885105TRLOO             | XLON          |
| 2774                                | 214.50                        | 10:00:45                      | 00077885104TRLOO             | XLON          |
| 1984                                | 214.00                        | 10:18:59                      | 00077885873TRLOO             | XLON          |
| 1836                                | 214.00                        | 10:18:59                      | 00077885872TRLOO             | XLON          |
| 2431                                | 213.50                        | 10:33:09                      | 00077886434TRLOO             | XLON          |
| 4                                   | 213.50                        | 10:33:09                      | 00077886433TRLOO             | XLON          |
| 1220                                | 213.50                        | 10:33:09                      | 00077886432TRLOO             | XLON          |
| 1230                                | 212.50                        | 10:34:15                      | 00077886460TRLOO             | XLON          |
| 2056                                | 212.50                        | 10:57:00                      | 00077887230TRLOO             | XLON          |

|       |        |          |                   |      |
|-------|--------|----------|-------------------|------|
| 2000  | 212.00 | 10:07:00 | 000778872391TRLOO | XLON |
| 220   | 212.50 | 11:01:05 | 00077887312TRLOO  | XLON |
| 3036  | 212.50 | 11:01:05 | 00077887311TRLOO  | XLON |
| 1     | 212.50 | 11:49:47 | 00077888891TRLOO  | XLON |
| 3465  | 212.50 | 11:59:59 | 00077889179TRLOO  | XLON |
| 25000 | 212.75 | 12:16:04 | 00077889672TRLOO  | XLON |
| 1826  | 212.50 | 12:43:27 | 00077891066TRLOO  | XLON |
| 1788  | 212.50 | 12:43:27 | 00077891065TRLOO  | XLON |
| 112   | 212.50 | 13:11:48 | 00077892356TRLOO  | XLON |
| 3     | 212.50 | 13:11:48 | 00077892355TRLOO  | XLON |
| 2972  | 212.50 | 13:11:48 | 00077892354TRLOO  | XLON |
| 1196  | 212.00 | 13:44:36 | 00077893476TRLOO  | XLON |
| 1     | 212.00 | 13:54:08 | 00077893810TRLOO  | XLON |
| 2353  | 212.00 | 14:01:12 | 00077894191TRLOO  | XLON |
| 3081  | 212.50 | 14:50:18 | 00077897173TRLOO  | XLON |
| 3661  | 212.50 | 14:50:18 | 00077897172TRLOO  | XLON |
| 1     | 212.50 | 15:05:08 | 00077898175TRLOO  | XLON |
| 1     | 212.50 | 15:05:08 | 00077898174TRLOO  | XLON |
| 1106  | 212.50 | 15:06:48 | 00077898357TRLOO  | XLON |
| 3329  | 212.50 | 15:07:00 | 00077898377TRLOO  | XLON |
| 1922  | 212.50 | 15:07:00 | 00077898376TRLOO  | XLON |
| 1132  | 213.00 | 15:10:00 | 00077898552TRLOO  | XLON |
| 3221  | 213.00 | 15:10:00 | 00077898551TRLOO  | XLON |
| 5069  | 213.00 | 15:10:00 | 00077898555TRLOO  | XLON |
| 3572  | 213.00 | 15:10:00 | 00077898554TRLOO  | XLON |
| 630   | 213.00 | 15:10:59 | 00077898627TRLOO  | XLON |
| 3186  | 213.00 | 15:10:59 | 00077898626TRLOO  | XLON |
| 112   | 213.00 | 15:11:29 | 00077898746TRLOO  | XLON |
| 3689  | 213.00 | 15:11:29 | 00077898745TRLOO  | XLON |
| 585   | 213.00 | 15:11:39 | 00077898774TRLOO  | XLON |
| 3299  | 213.00 | 15:11:39 | 00077898773TRLOO  | XLON |
| 1625  | 213.00 | 15:11:39 | 00077898776TRLOO  | XLON |
| 3423  | 213.00 | 15:11:39 | 00077898775TRLOO  | XLON |
| 818   | 213.00 | 15:12:39 | 00077898834TRLOO  | XLON |
| 3100  | 213.00 | 15:12:39 | 00077898833TRLOO  | XLON |
| 1585  | 213.00 | 15:12:39 | 00077898836TRLOO  | XLON |
| 3273  | 213.00 | 15:12:39 | 00077898835TRLOO  | XLON |
| 1793  | 213.00 | 15:12:39 | 00077898838TRLOO  | XLON |
| 3603  | 213.00 | 15:12:39 | 00077898837TRLOO  | XLON |
| 1972  | 213.00 | 15:13:09 | 00077898911TRLOO  | XLON |
| 3316  | 213.00 | 15:13:09 | 00077898910TRLOO  | XLON |
| 1896  | 213.00 | 15:13:09 | 00077898913TRLOO  | XLON |
| 3347  | 213.00 | 15:13:09 | 00077898912TRLOO  | XLON |
| 575   | 213.00 | 15:15:09 | 00077899074TRLOO  | XLON |
| 5689  | 213.00 | 15:15:09 | 00077899073TRLOO  | XLON |
| 5     | 213.00 | 15:15:15 | 00077899087TRLOO  | XLON |
| 3499  | 213.00 | 15:17:13 | 00077899263TRLOO  | XLON |
| 212   | 213.50 | 15:19:39 | 00077899398TRLOO  | XLON |
| 957   | 213.50 | 15:19:39 | 00077899397TRLOO  | XLON |
| 798   | 213.50 | 15:19:39 | 00077899396TRLOO  | XLON |
| 3234  | 213.50 | 15:25:03 | 00077900033TRLOO  | XLON |
| 2286  | 213.50 | 15:25:04 | 00077900048TRLOO  | XLON |
| 3149  | 213.50 | 15:25:04 | 00077900047TRLOO  | XLON |
| 1887  | 213.50 | 15:25:04 | 00077900050TRLOO  | XLON |
| 3396  | 213.50 | 15:25:04 | 00077900049TRLOO  | XLON |
| 999   | 213.50 | 15:25:16 | 00077900071TRLOO  | XLON |
| 3185  | 213.50 | 15:25:16 | 00077900070TRLOO  | XLON |
| 1040  | 214.00 | 15:27:43 | 00077900213TRLOO  | XLON |
| 3006  | 214.00 | 15:27:43 | 00077900211TRLOO  | XLON |
| 2321  | 214.00 | 15:27:49 | 00077900218TRLOO  | XLON |
| 1049  | 214.00 | 15:27:49 | 00077900217TRLOO  | XLON |
| 3098  | 214.00 | 15:27:59 | 00077900231TRLOO  | XLON |
| 155   | 215.00 | 15:32:49 | 00077900703TRLOO  | XLON |
| 2532  | 215.00 | 15:32:49 | 00077900702TRLOO  | XLON |
| 1405  | 215.00 | 15:32:49 | 00077900701TRLOO  | XLON |
| 3280  | 215.00 | 15:37:49 | 00077900937TRLOO  | XLON |
| 3733  | 214.50 | 15:40:19 | 00077901049TRLOO  | XLON |
| 8995  | 214.00 | 15:53:48 | 00077901877TRLOO  | XLON |
| 333   | 214.00 | 15:57:29 | 00077902044TRLOO  | XLON |
| 2000  | 214.00 | 15:57:29 | 00077902043TRLOO  | XLON |

|      |        |          |                   |      |
|------|--------|----------|-------------------|------|
| 3000 | 214.00 | 15:57:29 | 000779020431TRLO0 | XLON |
| 3422 | 213.50 | 16:06:27 | 00077902691TRLO0  | XLON |
| 1    | 213.50 | 16:09:08 | 00077902886TRLO0  | XLON |
| 550  | 213.50 | 16:09:08 | 00077902888TRLO0  | XLON |
| 2871 | 213.50 | 16:09:08 | 00077902887TRLO0  | XLON |
| 3380 | 213.00 | 16:10:44 | 00077902935TRLO0  | XLON |
| 3403 | 212.50 | 16:10:53 | 00077902936TRLO0  | XLON |
| 1    | 212.50 | 16:19:53 | 00077903376TRLO0  | XLON |
| 3164 | 212.50 | 16:20:53 | 00077903424TRLO0  | XLON |

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