

18 November 2025

THE PROPERTY FRANCHISE GROUP PLC
("TPFG", the "Company" or the "Group")

Director/PDMR Shareholding

The Property Franchise Group PLC, the UK's largest multi-brand property franchisor, has been notified that on 14 November 2025, Gareth Samples, Chief Executive Officer, purchased 10,000 ordinary shares of 1p each in the Company at a price of 481.96p per share, increasing his beneficial interest to 625,651 Ordinary Shares.

Further information is provided below in accordance with Article 19(3) of the UK Market Abuse Regulation No 596/2014:

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Gareth Samples					
2	Reason for the notification						
a)	Position/status	Chief Executive Officer					
b)	Initial notification /Amendment	Initial					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	The Property Franchise Group plc					
b)	LEI	2138008J5PTJ8C77I535					
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 1 penny each ISIN: GB00BH0WFH67					
b)	Nature of the transaction	Purchase of ordinary shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>481.96p</td><td>10,000 ordinary shares</td></tr></table>		Price(s)	Volume(s)	481.96p	10,000 ordinary shares
Price(s)	Volume(s)						
481.96p	10,000 ordinary shares						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	14 November 2025					
f)	Place of the transaction	London Stock Exchange, AIM					

For further information, please contact:

The Property Franchise Group PLC
Gareth Samples, Chief Executive Officer
Ben Dodds, Chief Financial Officer

01202 405 549
company.secretary@propertyfranchise.co.uk

Canaccord Genuity Limited (Nominated Adviser and Joint Broker) 020 7523 8000
Max Hartley / Harry Rees

Singer Capital Markets (Joint Broker) 020 7496 3000
Rick Thompson / James Fischer

Alma Strategic Communications 020 3405 0209
Justine James / Joe Pederzoli / Kinvara Verdon propertyfranchise@almastrategic.com

About The Property Franchise Group PLC:

The Property Franchise Group PLC (AIM: TPFPG) is the UK's largest multi-brand property franchisor, with a network of over 1,946 outlets delivering high quality services to residential clients, combined with an established Financial Services business.

The Company was founded in 1986 and has since strategically grown to a diverse portfolio of 18 brands operating throughout the UK, comprising longstanding high-street focused brands and two hybrid brands. The Property Franchise Group is also a member of two leading mortgage networks through its mortgage brokers, Brook Financial (MAB) and The Mortgage Genie (Primis).

TPFG's brands are: Belvoir, CJ Hole, Country Properties, Ellis & Co, EweMove, Fine & Country, Hunters, Lovelle, Martin & Co, Mr and Mrs Clarke, Mullucks, Newton Fallowell, Nicholas Humphreys, Northwood, Parkers, The Guild of Property Professionals and Whitegates.

Headquartered in Bournemouth, the Company was listed on AIM on the London Stock Exchange in 2013 and entered the AIM 100 in July 2024.

More information is available at www.propertyfranchise.co.uk

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