

19 November 2025

*This announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR"), and is disclosed in accordance with the Company's obligations under Article 17 of MAR.*

**Likewise Group plc**

("Likewise", the "Group" or the "Company")

**Trading Update and PDMR Dealings**

Likewise Group, the fast growing UK Flooring Distributor provides a trading update for the current financial year ending 31 December 2025 ("FY25") and announces Director and PDMR dealings as a result of the reinvestment of the interim dividend which was paid by the Company on 14 November 2025.

**Trading update**

The Group is pleased that Sales Revenue has continued to increase in H2 by 7.4% with a new record month in October resulting in year to date increasing by 8.9%. Likewise Floors continues an impressive trajectory with Sales Revenue increasing by 13.3% in the year to the end of October. This has all been achieved in what would still be considered challenging markets, compounded by the hottest summer on record and demonstrates consistent increases in share over the last five years.

Due to increased costs and an imbalance in the revenue increases across the Group's various activities, Underlying Profit Before Tax will fall short of current market forecasts, however the Group will produce Profit significantly ahead of previous years, notwithstanding absorbing the additional National Insurance Contribution costs. The Group is still well on course to achieve its medium term objectives including growth in both Sales Revenue and Profitability in 2026.

Construction has commenced to create the Newport Distribution Hub which will be operational at the end of Q2 2026. The Logistics infrastructure has been refined in both Likewise Floors and Valley Wholesale Carpets to provide increased capacity for 2026 and future years.

The Group is accelerating its Sales and Marketing activities to gain increasing share from Independent Retailers and Flooring Contractors. This is supported by greater capacity and enhancement of the Logistics Networks, providing increased confidence in achieving and surpassing our previous goals.

**Director and PDMR Dealings**

The Company has been notified that Chief Executive, Tony Brewer; Non-Executive Director, Andrew Simpson; and PDMR, Adrian Laffey (together the "PDMRs"), have purchased an aggregate of 116,253 ordinary shares of 1 pence each in the Company ("Shares") (the "Purchases"). The Shares were purchased through the reinvestment of the Company's interim dividend.

Following the Purchases, the PDMRs are beneficially interested in the voting capital of the Company as follows:

Shareholder	Role	Number of Shares purchased	Total Shares beneficially interested in	Percentage of voting rights
Tony Brewer	Chief Executive	82,547	27,461,241	10.96%
Andrew Simpson	Non-Executive Director	16,250	10,840,444	4.32%
Adrian Laffey	Mainstream Residential Director	17,456	7,473,911	2.98%

**Tony Brewer, Chief Executive of Likewise Group plc, said:**

*"We continue to develop our businesses at an impressive rate thanks to the very important commitment from our management and staff with the fantastic support of our suppliers and customers. The Board thanks all involved for their ongoing contribution.*

*We are absolutely focussed on improving the performance of the Group to allow meaningful investment for the long term benefit of all stakeholders."*

**For further information, please contact:**

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

In accordance with Article 19 of the UK Market Abuse Regulation, detailed information is set out below.

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name:	Tony Brewer
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/Status:	Chief Executive Officer
b)	Initial Notification/Amendment:	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor</b>	
a)	Name:	Likewise Group plc
b)	LEI:	2138007L822RL2CXMV34
<b>4.</b>	<b>Details of 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.</b>	
a)	Description of the financial instrument:  Identification code:	Ordinary shares of £0.01  ISIN: GB00BHNWH003
b)	Nature of the transaction:	Purchase of Shares
c)	Price(s) and volume(s):	Price(s) Volume(s) £0.2734 80,511 £0.2734 2,036
d)	Aggregated volume:  Price:	82,547 £0.2734
e)	Date of the Transaction:	17 November 2025
f)	Place of the Transaction:	London Stock Exchange

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name:	Andrew Simpson
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/Status:	Non-Executive Director
b)	Initial Notification/Amendment:	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor</b>	
a)	Name:	Likewise Group plc

b)	LEI:	2138007L822RL2CXMV34	
<b>4. Details of 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.</b>			
a)	Description of the financial instrument:  Identification code:	Ordinary shares of £0.01  ISIN: GB00BHNWH003	
b)	Nature of the transaction:	Purchase of Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£0.27	16,250
d)	Aggregated volume:  Price:	As above	
e)	Date of the Transaction:	14 November 2025	
f)	Place of the Transaction:	London Stock Exchange	

1	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name: Adrian Laffey		
<b>2 Reason for the notification</b>			
a)	Position/Status: Mainstream Residential Director		
b)	Initial Notification/Amendment: Initial Notification		
3	<b>Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor</b>		
a)	Name: Likewise Group plc		
b)	LEI:	2138007L822RL2CXMV34	
<b>4. Details of 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.</b>			
a)	Description of the financial instrument:  Identification code:	Ordinary shares of £0.01  ISIN: GB00BHNWH003	
b)	Nature of the transaction:	Purchase of Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£0.2734	2,313
		£0.2734	7,937
		£0.2734	7,206
d)	Aggregated volume:  Price:	17,456  £0.2734	
e)	Date of the Transaction:	17 November 2025	
f)	Place of the Transaction:	London Stock Exchange	

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