

C&C Group plc ('C&C')

Grant of award under 2024 Long-Term Incentive Plan ('LTIP')

C&C, the vertically integrated premium branded drinks group and leading drinks distributor to the UK and Ireland hospitality sectors, announces that on 29 October 2025, it granted an award under and subject to the rules of the Group's 2024 LTIP (the 'Award') to Karen Bates, appointed as the Group's Chief People Officer ('CPO') with effect from 23 June 2025. The Award is in the form of a nil cost option to acquire shares in C&C with a nominal value of €0.01 per share.

In line with the awards granted to PDMRs, as announced on 10 June 2025, the Award will vest subject to continuous employment and the satisfaction of certain performance conditions assessed over the three financial years ending in February 2028. The Award will not be subject to a holding period and will be exercisable following the vesting date.

Details of the Award made to Karen Bates are provided in the below table.

Notification of Transactions by Persons Discharging Managerial Responsibilities and Persons Closely Associated with them

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	Karen Bates					
2	Reason for the notification						
a)	Position/status	Person discharging managerial responsibilities (CPO)					
b)	Initial Notification Amendment	Initial Notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	C&C Group plc					
b)	LEI	635400LNUHA2LDXXV850					
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 €0.01 each ISIN: IE00B010DT83					
b)	Nature of the transaction	Grant of Award under C&C Group plc 2024 LTIP.					
c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>Nil</td><td>79,806</td></tr></table>	Price(s)	Volume(s)	Nil	79,806	
Price(s)	Volume(s)						
Nil	79,806						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	29 October 2025					
f)	Place of the transaction	Outside a trading venue					

ENQUIRIES

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About C&C Group plc

C&C Group plc is a leading, vertically integrated premium drinks company which manufactures, markets and distributes branded beer, cider, wine, spirits, and soft drinks across the UK and Ireland.

- C&C Group's portfolio of owned/exclusive brands include Bulmers, the leading Irish cider brand and Tennent's, the leading Scottish beer brand; as well as a range of fast-growing, premium and craft ciders and beers, such as Heverlee, Menabrea, Five Lamps and Orchard Pig. C&C exports its Magners and Tennent's brands to over 40 countries worldwide.
- C&C Group has owned brand and contract manufacturing/packing operations in Co. Tipperary, Ireland and Glasgow, Scotland.
- C&C is the No.1 drinks distributor to the UK and Ireland hospitality sectors. Operating through the Matthew Clark, Bibendum, Tennent's and Bulmers Ireland brands, the Group has a market leading range, scale and reach including an intimate understanding of the markets it serves. Together this provides a key route-to-market for major international beverage companies.

C&C Group plc is an Irish incorporated FTSE 250 company headquartered in Dublin and is listed on the London Stock Exchange.

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