

20 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 franchisor, has been notified that on 17 November 2025, Michelle Brook, Executive Director, purchased 10,000 ordinary shares of 1p each in the Company at a price of 480.50p per share, increasing her beneficial interest to 218,968 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	Michelle Brook				
2	Reason for the notification					
a)	Position/status	Executive Director				
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 border="1"><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>480.50p</td><td>10,000 shares</td></tr></table>	Price(s)	Volume(s)	480.50p	10,000 shares
Price(s)	Volume(s)					
480.50p	10,000 shares					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	17 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

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

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

Alma Strategic Communications
Justine James / Joe Pederzolli / Kinvara Verdon

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About The Property Franchise Group PLC:

The Property Franchise Group PLC (AIM: TPFG) 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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