

24 November 2025

Ramsdens Holdings PLC  
**("Ramsdens", the Group, or the "Company")**

Director/PDMR Shareholding

Ramsdens Holdings Plc, the growing, diversified financial services provider and retailer, announces that on 21 November 2025 Simon Herrick, Non-Executive Director, acquired 196 ordinary shares of 1p each in the Company ("Ordinary Shares") at a price of 343.7p per Ordinary Share. Following this share purchase, the total holdings of Simon Herrick is 27,735 Ordinary Shares.

**DEALING NOTIFICATION FORM FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED PERSONS**

1.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name: Simon Herrick		
2.	<b>Reason for the notification</b>		
a)	Position/status: Non-Executive Director		
b)	Initial notification/Amendment: Initial Notification		
3	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name: Ramsdens Holdings PLC		
b)	LEI: 2138009OAUOROKMFPK95		
4.	<b>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</b>		
a)	Description of the financial instrument, type of instrument: Ordinary shares of 1p each.  Identification code: GB00BDR6V192		
b)	Nature of the transaction: Buy		
c)	Prices	Volumes	
	343.7p	196	
d)	Aggregated information: Single transaction		
e)	Date of the transaction: 21 November 2025		
f)	Place of the transaction: London Stock Exchange - AIM		

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**About Ramsdens**

Ramsdens is a growing, diversified, financial services provider and retailer, operating in the four core business segments of foreign currency exchange, pawnbroking loans, precious metals buying and selling and retailing of second hand and new jewellery.

Ramsdens does not offer unsecured high-cost short term credit.

Headquartered in Middlesbrough, the Group operates from 169 stores within the UK (including one franchised store) and has a growing online presence.

Ramsdens is fully FCA authorised for its pawnbroking, credit broking activities and as an authorised payments institution.

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