

## THG PLC

### PDMR/PCA Shareholdings

THG PLC (the "**Company**") announces that it was notified on 26 November 2025 of the transfer by FIC Shareco Limited, a Guernsey incorporated company classified as a person closely associated ("**PCA**") with Matthew Moulding, the chief executive officer of the Company, of 181,818,181 ordinary voting shares of £0.005 each ("**Ordinary Shares**") at a price of 44 pence per ordinary share to FIC Shareco Limited, an English incorporated company classified as a PCA with Matthew Moulding.

As the transfer has been made between two companies which are each controlled by Matthew Moulding, there is no change to Mr Moulding's equity interest in the Company for the purposes of the Disclosure Guidance and Transparency Rules.

The Company makes the below announcement and notification in accordance with the requirements of the UK Market Abuse Regulation:

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / persons closely associated with them</b>	
a)	Name	FIC Shareco Limited
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position / Status	PCA of Matthew Moulding
b)	Initial Notification / Amendment	Initial Notification
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	THG PLC
b)	LEI	21380066N3SV9O8IDP37
<b>4.</b>	<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  Identification Code	Ordinary voting shares of £0.005 each  ISIN: GB00BMTV7393
b)	Nature of the transaction	Transfer of ordinary voting shares to FIC Shareco Limited, a PCA of Matthew Moulding
c)	Price(s) and volume(s)	Price(s): 44p  Volume(s): 181,818,181
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	24 November 2025
f)	Place of transaction	Outside of a trading venue

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a)	Name	FIC Shareco Limited
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a)	Position / Status	PCA of Matthew Moulding
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a)	Name	THG PLC
b)	LEI	21380066N3SV9O8IDP37
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  Identification Code	Ordinary voting shares of £0.005 each  ISIN: GB00BMTV7393
b)	Nature of the transaction	Receipt of ordinary voting shares from FIC Shareco Limited, a PCA of Matthew Moulding
c)	Price(s) and volume(s)	Price(s): 44p  Volume(s): 181,818,181
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	24 November 2025
f)	Place of transaction	Outside of a trading venue

**Enquiries to:**

THG PLC

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