

27 November 2025

**Likewise Group plc**

("Likewise", or the "Company")

**PDMR Dealing**

Likewise Group plc (AIM:LIKE) announces that the Company has been notified that on 25 November 2025, Adrian Laffey, a PDMR in the Company, transferred 888,888 ordinary shares of 1 pence each ("Shares") held by him to a Self-Invested Personal Pension ("SIPP") held in his name at a price of 22.5 pence per Share.

The SIPP transfer was effected by the sale and immediate repurchase of the Shares.

Following the above transactions the number and beneficial ownership of Shares held by Adrian is unchanged at 7,473,911 Shares, being 2.98% of the issued share capital of the Company.

**For further information, please contact:**

**Likewise Group plc**

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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:	Adrian Laffey
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/Status:	Mainstream Residential 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.</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:	Ordinary shares of £0.01
	Identification code:	ISIN: GB00BHNWH003

b)	Nature of the transaction:	ISA transfer effected by the sale and immediate repurchase of Shares with no change in beneficial ownership.		
c)	Price(s) and volume(s):	<b>Transaction</b>	<b>Price(s)</b>	<b>Volume(s)</b>
		Sale	£0.225	888,888
d)	Aggregated volume: Price:	888,888 £0.225		
		25 November 2025		
f)	Place of the Transaction:	London Stock Exchange		

**ENDS**

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