

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

Tony Brewer, Chief Executive

Tel: +44 (0) 121 817 2900

Zeus (Nominated Adviser and Joint Broker)

Jordan Warburton / David Foreman / James Edis (Investment Banking)
Dominic King / Fraser Marshall (Corporate Broking)

Tel: +44 (0) 20 3829 5000

Ravenscroft (Joint Broker)

Karen Crawford (Corporate Finance)

Tel: +44 (0) 1481 735 339

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.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Adrian Laffey
2	Reason for the notification	
a)	Position/Status:	Mainstream Residential Director
b)	Initial Notification/Amendment:	Initial Notification
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor	
a)	Name:	Likewise Group plc
b)	LEI:	2138007L822RL2CXMV34
4.	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.	
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):	Transaction	Price(s)	Volume(s)
		Sale	£0.225	888,888
		Repurchase	£0.225	888,888
d)	Aggregated volume:	888,888		
	Price:	£0.225		
e)	Date of the Transaction:	25 November 2025		
f)	Place of the Transaction:	London Stock Exchange		

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