

2 December 2025

Supreme plc
 ("Supreme", the "Company" or the "Group")

Director/PDMR Shareholding

Supreme (AIM:SUP), a leading manufacturer, supplier, and brand owner of fast-moving consumer goods, was notified on 28 November 2025 that, on the same day, Sandy Chadha, Chief Executive Officer, sold 2,000,000 ordinary shares of 10p each ("**Ordinary Shares**") at 156p per Ordinary Share to an institutional shareholder to meet investor demand.

Following this disposal, Mr Chadha retains an interest in 63,666,845 Ordinary Shares, representing approximately 54.27% of the issued share capital of the Company.

Enquiries:

<p>Supreme plc Sandy Chadha, Chief Executive Officer Suzanne Smith, Chief Finance Officer</p>	<p>via Vigo Consulting</p>
<p>Shore Capital (Nominated Adviser and Joint Broker) Mark Percy / David Coaten / George Payne - Corporate Advisory Ben Canning - Corporate Broking</p>	<p>+44 (0)20 7408 4090</p>
<p>Zeus (Joint Broker) Jordan Warburton / Emma Burn- Investment Banking Benjamin Robertson - Corporate Broking</p>	<p>+44 (0)161 831 1512</p>
<p>Vigo Consulting (Financial Public Relations) Jeremy Garcia / Peter Jacob / Anna Stacey supreme@vigoconsulting.com</p>	<p>+44 (0)20 7390 0230</p>

Further details of the PDMR dealing are included below. This information has been provided in accordance with Article 5(1)(b) of the Market Abuse Regulation (EU) No 596/2014 which is part of UK law by virtue of the European Union (Withdrawal) Act 2018.

1	Details of the person discharging managerial responsibilities / person closely associate	
a)	Name	Sandy Chadha
2	Reason for the notification	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Supreme plc
b)	LEI	213800DBHCI5WQWECL16
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	Ordinary Shares of 10p each
	Identification code	GB00BDT89C08

b)	Nature of the transaction	Sale of Ordinary Shares					
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price per share</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>156 pence</td> <td>2,000,000</td> </tr> </tbody> </table>		Price per share	Volume	156 pence	2,000,000
Price per share	Volume						
156 pence	2,000,000						
d)	Aggregated Information Volume Price	n/a single transaction					
e)	Date of transaction	28 November 2025					
f)	Place of transaction	London Stock Exchange, AIM Market					

About Supreme

Supreme supplies products across three operating divisions: Vaping (previously known as 'Vaping' and 'Branded Distribution'), Drinks & Wellness ('Sports Nutrition & Wellness' combined with Typhoo Tea, Clearly Drinks and the newly acquired SlimFast brand), and Electricals & Household (previously 'Batteries' and 'Lighting', also including the recently acquired 1001 cleaning brand). The Company's capabilities span from product development and manufacturing through to its extensive retail distribution network and direct to consumer capabilities. This vertically integrated platform provides an excellent route to market for well-known brands and products.

The Group has over 3,000 active business accounts with around 55,000 retail outlets. Customers include B&M, Home Bargains, Poundland, Tesco, Sainsbury's, Morrisons, Amazon, The Range, Costcutter, Asda, Halfords, Iceland, Waitrose, Aldi and HM Prison & Probation Service.

In addition to distributing globally-recognised brands such as Duracell, Energizer and Panasonic, and supplying lighting products exclusively under the Energizer, Eveready, Black & Decker and JCB licences across 45 countries, Supreme has also built a strong portfolio of in-house brands, most notably 88Vape. The Company has a growing footprint in Sports Nutrition & Wellness via its principal Sci-MX brand and has recently expanded into the soft drinks and hot beverages markets with the acquisitions of Typhoo Tea and Clearly Drinks and now into weight management through SlimFast, one of the UK's leading meal replacement brands.

<https://investors.supreme.co.uk/>

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rs@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHGZMGZGMLGKZZ