

04 December 2025

THE PROPERTY FRANCHISE GROUP PLC
("TPFG", the "Company" or the "Group")

Pre-Close Trading Update

Leveraging the enlarged scale of the Group and capitalising on opportunities to drive momentum

The Property Franchise Group PLC, the UK's largest multi-brand property franchisor, announces its trading update for the year ending 31 December 2025. We are pleased to report significant organic growth during the period, with full year adjusted profit before tax expected to be at least in line with market expectations¹.

Building on a successful H1 performance, H2 trading has continued to deliver good growth across the Group. Revenues in H2 to 31 October grew by 11% YoY, supported by our progress on our strategic projects, the Privilege programme (a set of lettings focused initiatives to support landlords and tenants), and strong mortgage and sales transactions, despite the speculation around potential changes to stamp duty and property taxes more widely during the period.

¹Consensus for adjusted profit before tax of £30.0m

Outlook

Current trading remains strong, with an operational focus on continuing the rollout of the Privilege programme across the Group. With the Renters Rights Bill now confirmed for the 1 May 2026, this crystallises the importance of the Privilege programme which is designed to protect our franchisees and landlords from the potential impacts of the legislation, whilst also generating an additional income stream for the Group.

Whilst the increased property taxes on landlords in the Government's budget were disappointing, we anticipate this to have a limited impact on the business going forward with the changes likely to drive further rental inflation as landlords pass these costs on to tenants.

In the period, the Group also secured a new bespoke lending facility with Barclays to provide franchisees with more convenient and cost-effective access to funding. This will support franchisees in expanding their businesses, principally through acquisitions and refinancing existing debt on more favourable terms.

The strength of the Group's franchise model and diversified revenue streams puts TPFG in a strong position and continues to shelter it from market cyclicity. As such, the Group expects further growth across the divisions in FY 2026 and looks to the future with confidence.

Directorate Update

As announced on 10 September 2025, Dean Fielding informed the Board of his intention to step down from the Board. The Company confirms that Dean stepped down from the Board at the end of November 2025.

Chief Executive Officer, Gareth Samples, commented: *"We are continuing to leverage the enlarged scale of the Group to capitalise upon additional income opportunities and provide increased value to our franchisees and members. The uptake of our Privilege programme has been pleasing and is delivering tangible benefits, mitigating the impact of Renters Rights Bill. Underpinned by a strong franchise model and diversified revenue streams, we have seen strong momentum and significant organic growth in trading to the end of October resulting in our expectations for the full year profitability to be at least in line with market expectations."*

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The Property Franchise Group PLC (AIM: TPFG) is the UK's largest multi-brand property franchisor, with a network of over 1,900 outlets delivering high quality services to residential clients, combined with an established Financial Services business.

The Company was founded in 1986 and has since strategically grown to a diverse portfolio of 18 brands operating throughout the UK, comprising longstanding high-street focused brands and two hybrid brands. The Property Franchise Group is also a member of two leading mortgage networks through its mortgage brokers, Brook Financial (MAB) and The Mortgage Genie (Primis).

TPFG's brands are: Belvoir, CJ Hole, Country Properties, Ellis & Co, EweMove, Fine & Country, Hunters, Lovelle, Martin & Co, Mr and Mrs Clarke, Mullucks, Newton Fallowell, Nicholas Humphreys, Northwood, Parkers, The Guild of Property Professionals and Whitegates.

Headquartered in Bournemouth, the Company was listed on AIM on the London Stock Exchange in 2013 and entered the AIM 100 in July 2024.

More information is available at www.propertyfranchise.co.uk

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