

Mothercare plc**Director/PDMR shareholdings**

Mothercare plc has been notified that Clive Whiley and Andy Cook have transacted in the Company's shares.

On 23 December 2025, 42,000,000 Mothercare plc shares were purchased by Zodiac Executive Pension Scheme of which Mr Whiley is the sole beneficiary; and Andy Cook purchased 5,000,000 Mothercare plc shares.

Further details of the notifications as required under Article 19 of the EU Market Abuse Regulation are set out below:

Mothercare plc (the "Company")
Transaction notification

1. Details of the person discharging managerial responsibilities/persons closely associated	
a) Name	Clive Whiley
2. Reason for notification	
a) Position/Status	Chairman
b) Initial notification/amendment	Initial notification
3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a) Name	Mothercare PLC
b) LEI	213800ZL6RPV9Z9GFO74
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 and identification code	Ordinary Shares of £0.01 each in the capital of Mothercare plc ISIN: GB0009067447
b) Nature of transaction	Acquisition of ordinary shares
c) Price(s) and volume(s)	Price(s) Volume(s) 1.0p per share 42,000,000
d) Aggregated Information	n/a
e) Date of transaction	23 December 2025
f) Place of transaction	London Stock Exchange (XLON)

Accordingly, Mr Whiley has increased his interest from 8,000,000 shares to 50,000,000 shares.

1. Details of the person discharging managerial responsibilities/persons closely associated	
a) Name	Andy Cook
2. Reason for notification	
a) Position/Status	CFO
b) Initial notification/amendment	Initial notification
3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a) Name	Mothercare PLC
b) LEI	213800ZL6RPV9Z9GFO74
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 and identification code	Ordinary Shares of £0.01 each in the capital of Mothercare plc ISIN: GB0009067447
b) Nature of transaction	Acquisition of ordinary shares
c) Price(s) and volume(s)	Price(s) Volume(s) 1.0p per share 5,000,000
d) Aggregated Information	n/a
e) Date of transaction	23 December 2025
f) Place of transaction	London Stock Exchange (XLON)

Media enquiries to MHP

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