

FOR IMMEDIATE RELEASE

LEI: 213800QGNIWTFMENJ24

29 December 2025

SSP Group plc
(the "Company")

Notification of transactions by Persons Discharging Managerial Responsibility

The Company announces that, on 24 December 2025, the persons set out in the tables below, each being a Person Discharging Managerial Responsibility (a "**PDMR**"), were each granted an award under the Company's Deferred Share Bonus Plan (the "**DSBP**") (an "**Award**") to acquire ordinary shares of 1^{17/200} pence each in the capital of the Company (the "**Shares**").

The number of Shares subject to each Award has been determined by reference to the closing price of the Company's Shares on the dealing day before the Awards were granted, being £2.055 per Share.

The Awards have been granted in connection with the deferral of part of each PDMR's bonus for the financial year ended 30 September 2025. The amount of deferral reflects the extent to which the executive director has met their minimum shareholding requirement as at 30 September 2025. The Shares are subject to a three-year holding period from 1 October 2025 to 30 September 2028 and will be released on 1 October 2028.

The relevant notifications set out below are provided in accordance with the requirements of Article 19 of the UK version of the EU Market Abuse Regulation which is part of UK law by virtue of the European Union (Withdrawal) Act 2018.

For further information, please contact:

SSP Group plc

Fiona Scattergood, General Counsel & Company Secretary

Tel: +44 (0) 207 543 3404

1	Details of the person discharging managerial responsibility	
a)	Name	Patrick Coveney
2	Reason for the notification	
a)	Position/status	Group CEO
b)	Initial notification/amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Full name of the entity	SSP Group plc
b)	Legal Entity Identifier Code	213800QGNIWTFMENJ24
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 1 ^{17/200} pence

b)	Identification Code	GB00BGBN7C04								
c)	Nature of the transaction	Grant of an Award to acquire Shares under the Company's Deferred Share Bonus Plan (representing a deferral of 33% of his bonus for the 2025 financial year)								
d)	Currency	GBP - British Pound								
e)	Price(s) and Volume(s)	<table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>£0</td><td>30,181</td></tr></table>			Price(s) per share	Volume(s)	£0	30,181		
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£0	30,181									
f)	Aggregated Information <ul style="list-style-type: none">PriceVolumeTotal Price	<table><tr><th>Price</th><th>Volume</th><th>Total</th></tr><tr><td>£0</td><td>30,181</td><td>£0</td></tr></table>			Price	Volume	Total	£0	30,181	£0
Price	Volume	Total								
£0	30,181	£0								
g)	Date of transaction	24 December 2025								
h)	Place of transaction	Outside of trading venue								

1	Details of the person discharging managerial responsibility								
a)	Name	Geert Verellen							
2	Reason for the notification								
a)	Position/status	Group CFO							
b)	Initial notification/amendment	Initial notification							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Full name of the entity	SSP Group plc							
b)	Legal Entity Identifier Code	213800QGNIWTFMENJ24							
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a)	Description of the financial instrument, type of instrument	Ordinary Shares of 1 ^{17/200} pence							
b)	Identification Code	GB00BGBN7C04							
c)	Nature of the transaction	Grant of an Award to acquire Shares under the Company's Deferred Share Bonus Plan (representing a deferral of 50% of his bonus for the 2025 financial year, pro-rated from the commencement of his employment on 7 April 2025)							
d)	Currency	GBP - British Pound							
e)	Price(s) and Volume(s)	<table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>£0</td><td>15,291</td></tr></table>		Price(s) per share	Volume(s)	£0	15,291		
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£0	15,291	£0							
g)	Date of transaction	24 December 2025							
h)	Place of transaction	Outside of trading venue							

1	Details of the person discharging managerial responsibility							
a)	Name	Jonathan Davies						
2	Reason for the notification							
a)	Position/status	Deputy Group CEO						
b)	Initial notification/amendment	Initial notification						
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor							
a)	Full name of the entity	SSP Group plc						
b)	Legal Entity Identifier Code	213800QGNIWTFMENJ24						
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 1 ¹⁷ / ₂₀₀ pence						
b)	Identification Code	GB00BGBN7C04						
c)	Nature of the transaction	Grant of an Award to acquire Shares under the Company's Deferred Share Bonus Plan (representing a deferral of 33% of his bonus for the 2025 financial year)						
d)	Currency	GBP - British Pound						
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