

Pollen Street Group Limited (the Company)

**PDMR Notification
Pollen Street Share Incentive Plan**

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

The Company was notified on 30 December 2025 that the following transactions, relating to Persons Discharging Managerial Responsibilities (**PDMRs**), took place under the Pollen Street Share Incentive Plan (**SIP**) on 29 December 2025.

The SIP is an all-employee trust arrangement approved by HM Revenue & Customs, allowing employees to purchase ordinary shares of £0.01 each in the Company (**Ordinary Shares**) using deductions from their salary (**Partnership Shares**) on a monthly basis. Employees are also allocated additional free Ordinary Shares (**Matching Shares**) under the SIP.

On 29 December 2025, on behalf of the PDMR, the SIP Trustees (MUFG Corporate Markets Trustees (UK) Limited) acquired 16 Partnership Shares at a price of £9.372 per share. On the same date, the SIP Trustees also allocated Matching Shares at nil cost to the PDMR as detailed in the table below.

This announcement is made pursuant to the Company's obligations under Article 19(3) of the UK Market Abuse Regulation.

Crispin Goldsmith - purchase of shares under the SIP

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Crispin Goldsmith
2	Reason for the notification	
a)	Position/status	Chief Financial Officer
b)	Initial/Amendment notification	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Pollen Street Group Limited
b)	LEI	894500LP94M98N8CY487
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 £0.01 each
	Identification code	ISIN: GG00BMHG0H12
b)	Nature of the transaction	Purchase and allocation of partnership and matching

b)	Nature of the transaction	Purchase and allocation of partnership and matching shares, respectively, under the Pollen Street Share Incentive Plan.							
c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>937.2p</td><td>16</td></tr><tr><td>Nil</td><td>16</td></tr></table>		Price(s)	Volume(s)	937.2p	16	Nil	16
Price(s)	Volume(s)								
937.2p	16								
Nil	16								
d)	Aggregated information	<table><tr><td>- Aggregated volume</td><td>32 shares</td></tr><tr><td>- Aggregated price</td><td>£149.95</td></tr></table>		- Aggregated volume	32 shares	- Aggregated price	£149.95		
- Aggregated volume	32 shares								
- Aggregated price	£149.95								
e)	Date of the transaction	29 December 2025							
f)	Place of the transaction	London Stock Exchange (XLON)							

For further information about this announcement please contact:

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MUFG Corporate Governance Limited - Company Secretary - POLNcosec@cm.mpms.mufg.com

LEI: 894500LP94M98N8CY487

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