

FOR IMMEDIATE RELEASE
LEI:213800QGNIWTFMENJ24

7 January 2026

SSP Group plc
(the "Company")

Notification of a transaction by a Person Discharging Managerial Responsibility ("PDMR")

The Company has been notified that on 6 January 2026 the person set out in the table below, being a PDMR, acquired ordinary shares of 1¹⁷/₂₀₀ pence in the capital of the Company ("Shares") under the Partnership Shares element of the Company's UK Share Incentive Plan ("UK SIP") at a price of £1.941 per Share and were also awarded Shares at nil consideration under the Matching Share element of the UK SIP.

The UK SIP is a share plan available to all of the Company's UK employees, subject to qualifying conditions. The UK SIP is administered by Equiniti Share Plan Trustees Limited, a UK incorporated company, who is the registered holder of the Shares.

The relevant notifications set out below are provided in accordance with the requirements of the UK Market Abuse Regulation.

1 Details of the person discharging managerial responsibility									
a)	Name Kari Daniels								
2 Reason for the notification									
a)	Position/status CEO - UK & Ireland								
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 Purchase of Partnership Shares and allocation of Matching Shares under the UK SIP.								
d)	Currency GBP - British Pound								
e)	Price(s) and Volume(s) Partnership Shares <table border="1"><thead><tr><th>Price(s) per share</th><th>Volume(s)</th></tr></thead><tbody><tr><td>£1.941</td><td>77</td></tr></tbody></table> Matching Shares <table border="1"><thead><tr><th>Price(s) per share</th><th>Volume(s)</th></tr></thead><tbody><tr><td>£0.00</td><td>38</td></tr></tbody></table>	Price(s) per share	Volume(s)	£1.941	77	Price(s) per share	Volume(s)	£0.00	38
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f)	Aggregated Information - Price - Volume - Total Price	<p>Partnership Shares</p> <table border="1"> <thead> <tr> <th>Price(s) per share</th> <th>Volume(s)</th> <th>Total Aggregate Price</th> </tr> </thead> <tbody> <tr> <td>£1.941</td> <td>77</td> <td>£149.457</td> </tr> </tbody> </table> <p>Matching Shares</p> <table border="1"> <thead> <tr> <th>Price(s) per share</th> <th>Volume(s)</th> <th>Total Aggregate Price</th> </tr> </thead> <tbody> <tr> <td>£0.00</td> <td>38</td> <td>£0.00</td> </tr> </tbody> </table>	Price(s) per share	Volume(s)	Total Aggregate Price	£1.941	77	£149.457	Price(s) per share	Volume(s)	Total Aggregate Price	£0.00	38	£0.00
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£0.00	38	£0.00												
g)	Date of transaction	6 January 2026												
h)	Place of transaction	London Stock Exchange (XLON)												

For further information, please contact:

SSP Group plc

Fiona Scattergood, Group General Counsel & Company Secretary

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