

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 1<sup>17/200</sup> 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 <sup>17/200</sup> 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)	<div>Partnership Shares</div> <table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>£1.941</td><td>77</td></tr></table> <div>Matching Shares</div> <table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>£0.00</td><td>38</td></tr></table>	Price(s) per share	Volume(s)	£1.941	77	Price(s) per share	Volume(s)	£0.00	38
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