

Date 8 January 2026

WH Smith PLC

The notification set out below is provided in accordance with the requirements of the EU Market Abuse Regulation.

| 1 | Details of the person discharging managerial responsibilities/person closely associated | | | | | |
|----------|--|--|----------|-----------|-------|-------|
| a) | Name | Helen Rose | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Non-Executive director | | | | |
| b) | Initial notification/Amendment | Initial notification | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | WH Smith PLC | | | | |
| b) | LEI | 2138001KJNGUJ34G7X91 | | | | |
| 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 Identification code | Ordinary shares of 22 ⁶ / ₆₇ pence ISIN: GB00B2PDGW16 | | | | |
| b) | Nature of the transaction | Purchase of 7,972 shares | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£6.27</td> <td>7,972</td> </tr> </tbody> </table> | Price(s) | Volume(s) | £6.27 | 7,972 |
| Price(s) | Volume(s) | | | | | |
| £6.27 | 7,972 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | n/a (single transaction) | | | | |
| e) | Date of the transaction | 2026-01-08 | | | | |
| f) | Place of the transaction | London Stock Exchange (XLON) | | | | |

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