

19 January 2026

THE PROPERTY FRANCHISE GROUP PLC
("TPFG", the "Company" or the "Group")

Financial Services Acquisition

The Property Franchise Group PLC, the UK's largest multi-brand property franchisor, is pleased to announce the acquisition of an 85% stake in Smart Advice Financial Solutions Ltd ("SAFS"), a leading financial services business.

SAFS is an appointed representative firm of Mortgage Advice Bureau, the wholly owned subsidiary of AIM-listed Mortgage Advice Bureau (Holdings) plc ("MAB"), one of the UK's leading networks for mortgage intermediaries.

SAFS provides mortgage and related financial services to clients with 34 highly motivated advisers, increasing TPFG's financial services network to 315 advisers.

The Board believes the acquisition will support the Group's growth strategy by expanding its client base and strengthening its ability to drive mortgage, remortgage and protection activity across its property franchise network.

Financial Service Director, Michelle Brook, commented: *"We're very pleased to welcome Smart Advice Financial Solutions to the Group, further expanding our team of professional advisers. We see significant opportunity to scale the division across a broader footprint, and we remain focused on increasing advisor productivity alongside recruitment to support our ambitions."*

For further information, please contact:

The Property Franchise Group PLC

Gareth Samples, Chief Executive Officer
Ben Dodds, Chief Financial Officer

01202 405 549

company.secretary@propertyfranchise.co.uk

Canaccord Genuity Limited (Nominated Adviser & Joint Broker)

Max Hartley / Harry Rees

020 7523 8000

Berenberg (Joint Broker)

Harry Nicholas / Michael Burke / James Thompson

020 7496 3000

Alma Strategic Communications

Justine James / Joe Pederzolli / Kinvara Verdon

020 3405 0209

propertyfranchise@almastrategic.com

About The Property Franchise Group PLC

The Property Franchise Group PLC (AIM: TPFG) is the UK's largest multi-brand property franchisor, with a network of over 1,900 outlets delivering high quality services to residential clients, combined with an established Financial Services business.

The Company was founded in 1986 and has since strategically grown to a diverse portfolio of 18 brands operating throughout the UK, comprising longstanding high-street focused brands and two hybrid brands. The Property Franchise Group is also a member of two leading mortgage networks through its mortgage brokers, Brook Financial (MAB) and The Mortgage Genie (Primis).

TPFG's brands are: Belvoir, CJ Hole, Country Properties, Ellis & Co, EweMove, Fine & Country, Hunters, Lovelle, Martin & Co, Mr and Mrs Clarke, Mullucks, Newton Fallowell, Nicholas Humphreys, Northwood, Parkers, The Guild of Property Professionals and Whitegates.

Headquartered in Bournemouth, the Company was listed on AIM on the London Stock Exchange in 2013 and entered the AIM 100 in July 2024.

More information is available at www.propertyfranchise.co.uk

About Reach announcements

This is a Reach announcement and the information contained is not considered to be material or to have a significant impact on management's expectations of the Company's performance. Reach is an investor communication service aimed at assisting listed and unlisted (including AIM quoted) companies to distribute non-regulatory news releases into the public domain. Information required to be notified under the AIM Rules for Companies, Market Abuse Regulation or other regulation would be disseminated as an RNS regulatory announcement and not on Reach.

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@lse.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRABPMTTMTTBTF