

FOR IMMEDIATE RELEASE

LEI: 213800QGNIWTFMENJ24

19 January 2026

SSP Group plc
(the "Company")

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

The Company has been notified that on 16 January 2026 the person noted 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 International Share Incentive Plan ("ISIP") at a price of £1.917 per Share and was also given a right to acquire Shares at nil consideration under the Matching Awards element of the ISIP.

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

1 Details of the persons discharging managerial responsibility									
a)	Name Satya Menard								
2 Reason for the notification									
a)	Position/status CEO Continental Europe								
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 the right to Matching Shares under the Matching Award element of the ISIP.								
d)	Currency GBP - British Pound								
e)	Price(s) and Volume(s) Partnership Shares <table border="1"><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>£1.917</td><td>78</td></tr></table> Shares subject to Matching Award <table border="1"><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>£0.00</td><td>39</td></tr></table>	Price(s) per share	Volume(s)	£1.917	78	Price(s) per share	Volume(s)	£0.00	39
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£1.917	78								
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£0.00	39								
f)	Aggregated Information Partnership Shares								

	<ul style="list-style-type: none"> - Price - Volume - Total Price 	<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>£1.917</td><td>78</td><td>£149.526</td></tr> </tbody> </table>	Price(s) per share	Volume(s)	Total Aggregate Price	£1.917	78	£149.526	
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£0.00	39	£0.00							
g)	Date of transaction	16 January 2026							
h)	Place of transaction	London Stock Exchange (LON)							

For further information, please contact:

SSP Group plc

Fiona Scattergood, Group General Counsel & Company Secretary

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