FOR IMMEDIATE RELEASE   LEI: 213800QGNIWTXFMENJ24

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 $1^{17/200}$ 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	213800QGNIWTXFMENJ24
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

Partnership Shares

Price(s) per share	Volume(s)
£1.917	78

Shares subject to Matching Award

Price(s) per share	Volume(s)
£0.00	39

f)	Aggregated Information	Partnership Shares

	Price(s) per share	Volume(s)	Total Aggregate Price
- Price - Volume - Total Price	£1.917	78	£149.526

Shares subject to Matching Award

Price(s) per share	Volume(s)	Total Aggregate Price
£0.00	39	£0.00

g)	Date of transaction	16 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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