

22-Jan-2026 / 11:20 GMT/BST

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

1. Details of PDMR / person closely associated with them ('PCA')					
a)	Name				
	Henry Birch				
b)	Position / status				
	PDMR (Chief Executive Officer)				
c)	Initial notification / amendment				
	Initial Notification				
2. Details of the issuer					
	Name				
	Halfords Group plc				
3. 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				
	Ordinary 1p shares ISIN: GB00B012TP20				
b)	Nature of the transaction				
	19,056 shares purchased following dividend reinvestment on awards granted under the Performance Share Plan in 2025. The resultant total shares under the Performance Share Plan held by Mr Birch as at 21 January 2026 was 943,664 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>£1.4556</td><td>19,056</td></tr></tbody></table>	Price(s)	Volume(s)	£1.4556	19,056
Price(s)	Volume(s)				
£1.4556	19,056				
d)	Aggregated information				
	n/a single transaction				
	Aggregated volume Price				
	n/a single transaction				
e)	Date of the transaction				
	2026-01-16				
f)	Place of the transaction				
	London Stock Exchange, Main Market (XLON)				

1. Details of PDMR / person closely associated with them ('PCA')	
a)	Name
	Johanna Hartley
b)	Position / status
	PDMR (Chief Financial Officer)
c)	Initial notification / amendment
	Initial Notification
2. Details of the issuer	
	Name
	Halfords Group plc
3. 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
	Ordinary 1p shares ISIN: GB00B012TP20

b)	Nature of the transaction	35,666 shares purchased following dividend reinvestment on awards granted under the Performance Share Plan in 2022, 2023, 2024 and 2025. The resultant total shares under the Performance Share Plan held by Ms Hartley as at 21 January 2026 was 1,766,325 shares.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£1.4556	35,666
d)	Aggregated information	n/a single transaction	
	Aggregated volume Price	n/a single transaction	
e)	Date of the transaction	2026-01-16	
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)	

1.	Details of PDMR / person closely associated with them ('PCA')		
a)	Name	Johanna Hartley	
b)	Position / status	PDMR (Chief Financial Officer)	
c)	Initial notification amendment /	Initial Notification	
2.	Details of the issuer		
	Name	Halfords Group plc	
3.	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	Ordinary 1p shares ISIN: GB00B012TP20	
b)	Nature of the transaction	2,243 shares purchased following dividend reinvestment on awards granted under the Deferred Bonus Plan in 2025. The resultant total shares under the Deferred Bonus Plan held by Ms Hartley as at 21 January 2026 was 111,106 shares.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
			£1.4556
			2,243
d)	Aggregated information	n/a single transaction	
	Aggregated volume Price	n/a single transaction	
e)	Date of the transaction	2026-01-16	
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)	

1.	Details of PDMR / person closely associated with them ('PCA')		
a)	Name	Karen Bellairs	
b)	Position / status	PDMR (Chief Customer Officer)	

c)	Initial notification / amendment	Initial Notification
2. Details of the issuer		
	Name	Halfords Group plc
3. 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	Ordinary 1p shares ISIN: GB00B012TP20
b)	Nature of the transaction	3,514 shares purchased following dividend reinvestment on awards granted under the Deferred Bonus Plan in 2022 and 2025. The resultant total shares under the Deferred Bonus Plan held by Ms Bellairs as at 21 January 2026 was 174,064 shares.
c)	Price(s) and volume(s)	Price(s) Volume(s) £1.4556 3,514
d)	Aggregated information Aggregated volume Price	n/a single transaction n/a single transaction
e)	Date of the transaction	2026-01-16
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)

1.	Details of PDMR / person closely associated with them ('PCA')	
a)	Name	Karen Bellairs
b)	Position / status	PDMR (Chief Customer Officer)
c)	Initial notification / amendment	Initial Notification
2. Details of the issuer		
	Name	Halfords Group plc
3. 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	Ordinary 1p shares ISIN: GB00B012TP20
b)	Nature of the transaction	26,987 shares purchased following dividend reinvestment on awards granted under the Performance Share Plan in 2019, 2020, 2022, 2023, 2024 and 2025. The resultant total shares under the Performance Share Plan held by Ms Bellairs as at 21 January 2026 was 1,336,604 shares.
c)	Price(s) and volume(s)	Price(s) Volume(s) £1.4556 26,987

d)	Aggregated information Aggregated volume Price	n/a single transaction n/a single transaction
e)	Date of the transaction	2026-01-16
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)

1.	Details of PDMR / person closely associated with them ('PCA')					
a)	Name	Paul O'Hara				
b)	Position / status	PDMR (Chief People and Property Officer)				
c)	Initial notification / amendment	Initial Notification				
2.	Details of the issuer					
	Name	Halfords Group plc				
3.	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	Ordinary 1p shares ISIN: GB00B012TP20				
b)	Nature of the transaction	6,943 shares purchased following dividend reinvestment on awards granted under the Performance Share Plan in 2022, 2023, 2024 and 2025. The resultant total shares under the Performance Share Plan held by Mr O'Hara as at 21 January 2026 was 343,920 shares.				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£1.4556</td> <td>6,943</td> </tr> </table>	Price(s)	Volume(s)	£1.4556	6,943
Price(s)	Volume(s)					
£1.4556	6,943					
d)	Aggregated information Aggregated volume Price	n/a single transaction n/a single transaction				
e)	Date of the transaction	2026-01-16				
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)				

1.	Details of PDMR / person closely associated with them ('PCA')	
a)	Name	Tim O'Gorman
b)	Position / status	PDMR (General Counsel and Company Secretary)
c)	Initial notification / amendment	Initial Notification
2.	Details of the issuer	
	Name	Halfords Group plc

3.	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	Ordinary 1p shares ISIN: GB00B012TP20	
b)	Nature of the transaction	2,046 shares purchased following dividend reinvestment on awards granted under the Performance Share Plan in 2023, 2024 and 2025. The resultant total shares under the Performance Share Plan held by Mr O'Gorman as at 21 January 2026 was 101,344 shares.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£1.4456	2,046
d)	Aggregated information	n/a single transaction	
	Aggregated volume Price	n/a single transaction	
e)	Date of the transaction	2026-01-16	
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)	

1.	Details of PDMR / person closely associated with them ('PCA')		
a)	Name	Tim O'Gorman	
b)	Position / status	PDMR (General Counsel and Company Secretary)	
c)	Initial notification / amendment	Initial Notification	
2.	Details of the issuer		
	Name	Halfords Group plc	
3.	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	Ordinary 1p shares ISIN: GB00B012TP20	
b)	Nature of the transaction	906 shares purchased following dividend reinvestment on ordinary shares. The resultant total ordinary shares held by Mr O'Gorman as at 21 January 2026 was 45,703 shares.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£1.4456	906
d)	Aggregated information	n/a single transaction	
	Aggregated volume Price	n/a single transaction	
e)	Date of the transaction	2026-01-16	
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)	

1.	Details of PDMR / person closely associated with them ('PCA')					
a)	Name	Chris McShane				
b)	Position / status	PDMR (MD Business to Business and CEO and President of Avayler)				
c)	Initial notification amendment /	Initial Notification				
2.	Details of the issuer					
	Name	Halfords Group plc				
3.	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	Ordinary 1p shares ISIN: GB00B012TP20				
b)	Nature of the transaction	5,814 shares purchased following dividend reinvestment on awards granted under the Performance Share Plan in 2023, 2024 and 2025. The resultant total shares under the Performance Share Plan held by Mr McShane as at 21 January 2026 was 287,988 shares.				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£1.4556</td> <td>5,814</td> </tr> </table>	Price(s)	Volume(s)	£1.4556	5,814
Price(s)	Volume(s)					
£1.4556	5,814					
d)	Aggregated information	n/a single transaction				
	Aggregated volume Price	n/a single transaction				
e)	Date of the transaction	2026-01-16				
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)				

1.	Details of PDMR / person closely associated with them ('PCA')	
a)	Name	Adam Pay
b)	Position / status	PDMR (Managing Director, Garages and Mobile)
c)	Initial notification amendment /	Initial Notification
2.	Details of the issuer	

	Name	Halfords Group plc	
3.	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	Ordinary 1p shares ISIN: GB00B012TP20	
b)	Nature of the transaction	2,638 shares purchased following dividend reinvestment on awards granted under the Performance Share Plan in 2025. The resultant total shares under the Performance Share Plan held by Mr Pay as at 21 January 2026 was 130,660 shares.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£1.4556	2,638
d)	Aggregated information	n/a single transaction	
	Aggregated volume Price	n/a single transaction	
e)	Date of the transaction	2026-01-16	
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)	

1.	Details of PDMR / person closely associated with them ('PCA')		
a)	Name	Jessica Frame	
b)	Position / status	PDMR (Managing Director, Retail)	
c)	Initial notification / amendment	Initial Notification	
2.	Details of the issuer		
	Name	Halfords Group plc	
3.	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	Ordinary 1p shares ISIN: GB00B012TP20	
b)	Nature of the transaction	3,342 shares purchased following dividend reinvestment on awards granted under the Performance Share Plan in 2025. The resultant total shares under the Performance Share Plan held by Ms Frame as at 21 January 2026 was 165,504 shares.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£1.4556	3,342
d)	Aggregated information	n/a single transaction	
	Aggregated volume Price	n/a single transaction	
e)	Date of the transaction	2026-01-16	

f)	Place of the transaction	London Stock Exchange, Main Market (XLON)
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1.	Details of PDMR / person closely associated with them ('PCA')					
a)	Name	Sarah Haywood				
b)	Position / status	PDMR (Chief Information Officer)				
c)	Initial notification amendment	/ Initial Notification				
2.	Details of the issuer					
	Name	Halfords Group plc				
3.	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	Ordinary 1p shares ISIN: GB00B012TP20				
b)	Nature of the transaction	3,078 shares purchased following dividend reinvestment on awards granted under the Performance Share Plan in 2025. The resultant total shares under the Performance Share Plan held by Ms Haywood as at 21 January 2026 was 152,437 shares.				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£1.4556</td> <td>3,078</td> </tr> </table>	Price(s)	Volume(s)	£1.4556	3,078
Price(s)	Volume(s)					
£1.4556	3,078					
d)	Aggregated information	n/a single transaction				
	Aggregated volume Price	n/a single transaction				
e)	Date of the transaction	2026-01-16				
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)				

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