

**Creightons plc  
Director/PDMR Shareholding**

**Notification of transaction by person closely associated ("PCA") with person discharging managerial responsibilities ("PDMR")**

Creightons plc ("Creightons", "the Company" or "the Group"), the British-based beauty and well-being brand owner and manufacturer, announces that Steve Denison, a PCA of Jemima Bird, Non-Executive Director of the Company, acquired 52,994 ordinary shares of 1 pence each in the Company ("Ordinary Share") at a price of £0.2677 per Ordinary Share.

The Notification of Dealing is set out below.

The following transaction has been notified to the Company pursuant to Article 19.1(a) of the UK Market Abuse Regulation ("MAR"). This notification is issued in accordance with Article 19.3 of MAR.

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name:	Steve Denison				
2	Reason for the notification					
a)	Position/Status:	PCA of Jemima Bird, Non-Executive Director				
b)	Initial Notification/Amendment:	Initial Notification				
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor					
a)	Name:	Creightons plc				
b)	LEI:	213800WROWAJUBGSAJ57				
4.	Details of 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 Shares of 1 pence each				
b)	Identification code:	ISIN: GB0002341666				
b)	Nature of the transaction:	Acquisition of Ordinary Shares				
c)	Price(s) and volume(s):	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>£0.2677</td><td>52,994</td></tr></table>	Price	Volume	£0.2677	52,994
Price	Volume					
£0.2677	52,994					
d)	Aggregated volume: Price:	Single Transaction				
e)	Date of the Transaction:	2026-01-28				
f)	Place of the Transaction:	XLON:AIM				

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