

Date 29 January 2026

WH Smith PLC

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

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Max Izzard				
2	Reason for the notification					
a)	Position/status	Group Chief Financial Officer				
b)	Initial notification/Amendment	Initial notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	WH Smith PLC				
b)	LEI	2138001KJNGUJ34G7X91				
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 Identification code	Ordinary shares of 22 ⁶ / ₆₇ pence ISIN: GB00B2PDGW16				
b)	Nature of the transaction	Purchase of 25,000 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>£6.75</td><td>25,000</td></tr></tbody></table>	Price(s)	Volume(s)	£6.75	25,000
Price(s)	Volume(s)					
£6.75	25,000					
d)	Aggregated information - Aggregated volume - Price	n/a (single transaction)				
e)	Date of the transaction	2026-01-29				
f)	Place of the transaction	London Stock Exchange (XLON)				

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