

**Creightons plc
Director/PDMR Shareholding**

Notification of transactions by persons 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 Paul Watts, Non-Executive Director, acquired 53,000 ordinary shares of 1 pence each in the Company ("Ordinary Share") at a price of £0.278 per Ordinary Share on 4 February 2026. Following the purchase, Mr Watts holds 160,000 Ordinary Shares in the Company.

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: Paul Watts | | | | |
| 2 Reason for the notification | | | | | |
| a) | Position/Status: PDMR (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 border="1"><tr><th>Price</th><th>Volume</th></tr><tr><td>0.278</td><td>53,000</td></tr></table> | Price | Volume | 0.278 | 53,000 |
| Price | Volume | | | | |
| 0.278 | 53,000 | | | | |
| d) | Aggregated volume: Price: | | | | |
| e) | Date of the Transaction: 2026-02-04 | | | | |
| f) | Place of the Transaction: XON:AIM | | | | |

communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHTAMMTMTMBBF