

C&C Group plc ('C&C' or 'the Company')

Notification of Transactions by Persons Discharging Managerial Responsibilities and Persons Closely Associated with them

C&C has been informed that, on 16 February 2026, the Persons Discharging Managerial Responsibilities ('PDMRs') detailed below purchased through the Company's UK administered Share Incentive Plan ('SIP') and Irish administered Revenue Approved Profit-Sharing Scheme ('APSS'), ordinary shares in the Company ('Partnership Shares' under the SIP and 'Contributory Shares' under the APSS). Under the terms of the SIP/APSS, each eligible employee can choose to purchase Partnership Shares/Contributory Shares from their gross pay as a lump sum or as a monthly contribution, and the share purchases are matched by C&C ('Matching Shares').

Name of PDMR	Partnership/Contributory Shares purchased	Matching Shares awarded	Price
Cara Chambers	63	63	£1.17855
Karen Bates	106	106	£1.17855
Barry Sheehan	104	104	€1.37707

The notifications required in accordance with DTR 3.1 and Article 19 of the UK Market Abuse Regulation, are as follows:

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Cara Chambers	
2	Reason for the notification		
a)	Position/status	Person discharging managerial responsibilities (Chief Marketing Officer)	
b)	Initial Notification Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	C&C Group plc	
b)	LEI	635400LNUHA2LDXXV850	
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 €0.01 each ISIN: IE00B010DT83	
b)	Nature of the transaction	Purchase of Partnership Shares and Matching Shares awarded by the Company under the SIP.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£1.17855	126 (63 Partnership Shares and 63 Matching Shares)
d)	Aggregated information - Aggregated volume - Price	Aggregated volume	Aggregated price
		126	£148.50
e)	Date of the transaction	16 February 2026	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Karen Bates
2	Reason for the notification	
a)	Position/status	Person discharging managerial responsibilities (Chief People Officer)
b)	Initial Notification	Initial Notification

2)	Initial Notification Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	C&C Group plc	
b)	LEI	635400LNUHA2LDXXV850	
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 €0.01 each ISIN: IE00B010DT83	
b)	Nature of the transaction	Purchase of Partnership Shares and Matching Shares awarded by the Company under the SIP.	
c)	Price(s) and volume(s)	Price(s) £1.17855	Volume(s) 212 (106 Partnership Shares and 106 Matching Shares)
d)	Aggregated information - Aggregated volume - Price	Aggregated volume 212	Aggregated price £249.85
e)	Date of the transaction	16 February 2026	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Barry Sheehan	
2	Reason for the notification		
a)	Position/status	Person discharging managerial responsibilities (Chief Commercial Officer)	
b)	Initial Notification Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	C&C Group plc	
b)	LEI	635400LNUHA2LDXXV850	
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 €0.01 each ISIN: IE00B010DT83	
b)	Nature of the transaction	Purchase of Contributory Shares and Matching Shares awarded by the Company under the APSS.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		€1.37707	208 (104 Contributory Shares and 104 Matching Shares)
d)	Aggregated information - Aggregated volume - Price	Aggregated volume	Aggregated price
		208	€286.43
e)	Date of the transaction	16 February 2026	
f)	Place of the transaction	London Stock Exchange (XLON)	

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