RNS Number : 9869E
Shoe Zone PLC
20 May 2026

The information contained within this announcement is deemed to constitute inside information as stipulated under the Market Abuse Regulations (EU) No. 596/2014. It forms part of United Kingdom domestic law by virtue of the European Union (Withdrawal) Act 2018. Upon the publication of this announcement, this inside information is now considered to be in the public domain.

20 May 2026

Shoe Zone plc

(**"Shoe Zone"** or the **"Company"**)

Director and PDMR Dealing

Shoe Zone plc (the "Company") announces that, on 19 May 2026, Charles Smith, Chairman, and Anthony Smith, Director of Shoe Zone Retail Limited being a PDMR, purchased, in aggregate, 2,759,930 ordinary shares of 1p each in the Company ("Ordinary Shares") at a price of 50 pence per share (the "Transactions").

Charles Smith and Sian Smith, jointly, purchased 1,226,237 Ordinary Shares, and Anthony Smith and Catherine Smith, jointly, purchased 1,533,693 Ordinary Shares.

Following the Transactions, the total interest in the Company of both individuals and their persons closely associated has changed as follows:

- Charles and Sian Smith's holding in the Company has increased to 13,159,931 Ordinary Shares, representing 28.47 per cent. of the total voting rights of the Company.

- Anthony and Catherine Smith's holding in the Company has increased to 16,460,250 Ordinary Shares, representing 35.61 per cent. of the total voting rights of the Company.

The aggregate holding of the Smith family has, therefore, increased to 29,620,181 Ordinary Shares, representing 64.08 per cent. of the total voting rights of the Company, from previously holding in aggregate 26,860,251 Ordinary Shares representing 58.11 per cent. of the total voting rights of the Company. As a result of their holding over 50 per cent. of the total voting rights of the Company, in aggregate, and their close family connection, the Company has agreed with the Takeover Panel that no obligation under Rule 9 will be triggered as a result of the Smith family's percentage holding in the Company increasing.

Further details regarding the Transaction are set out in the disclosure table below.

For further information please call:

Shoe Zone PLC **Tel: +44 (0) 116 222 3001**

Charles Smith (Chairman)

Terry Boot (Finance Director)

Zeus (Nominated Adviser and Broker) **Tel: +44 (0) 203 829 5000**

James Hornigold, Ed Beddows (Investment Banking)

Dominic King (Corporate Broking)

The below notification is made in accordance with the requirements of the EU Market Abuse Regulation.

1.	Details of the person discharging managerial responsibilities ("PDMR")/person closely associated	
a)	Name:	Charles Smith and Sian Smith
	Reason for the notification	
a)	Position/status:	Chairman and PCA
b)	Initial notification/Amendment:	Initial Notification
	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name:	Shoe Zone plc
b)	LEI:	21380016X1OWIRVRSI65
	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 1p nominal value GB00BLTVCF91
b)	Nature of the transaction:	Purchase
c)	Price(s) and volume(s):	Price(s): 50p Volume(s): 1,226,237
d)	Aggregated information: · Aggregated volume: · Price:	Single transaction as in 4 c) above Average Price: 50p Volume(s): 1,226,237
e)	Date of the transaction:	19 May 2026
f)	Place of the transaction:	London Stock Exchange, AIM (XLON)

2.	Details of the person discharging managerial responsibilities ("PDMR")/person closely associated	
a)	Name:	Anthony Smith and Catherine Smith
	Reason for the notification	
a)	Position/status:	PDMR and PCA
b)	Initial notification/Amendment:	Initial Notification
	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name:	Shoe Zone plc
b)	LEI:	21380016X1OWIRVRSI65
	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 1p nominal value GB00BLTVCF91
b)	Nature of the transaction:	Purchase
c)	Price(s) and volume(s):	Price(s): 50p Volume(s): 1,533,693
d)	Aggregated information: · Aggregated volume: · Price:	Single transaction as in 4 c) above Average Price: 50p Volume(s): 1,533,693
e)	Date of the transaction:	19 May 2026
f)	Place of the transaction:	London Stock Exchange, AIM (XLON)

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