

FOR IMMEDIATE RELEASE
LEI: 213800QGNWTFMENJ24

8 July 2026

SSP Group plc
(the "Company")

Notification of transactions by Persons Discharging Managerial Responsibility ("PDMRs")

The Company has been notified that on 6 July 2026 the persons set out in the table below, each being a PDMR, acquired ordinary shares of 1^{17/200} pence in the capital of the Company ("Shares") under the Partnership Shares element of the Company's UK Share Incentive Plan ("UK SIP") at a price of £1.942 per Share and were also awarded Shares at nil consideration under the Matching Share element of the UK SIP.

The UK SIP is a share plan available to all of the Company's UK employees, subject to qualifying conditions. The UK SIP is administered by Equiniti Share Plan Trustees Limited, a UK incorporated company, who is the registered holder of the Shares.

Any dividends declared on Matching Shares or Partnership Shares held under the UK SIP, partnership shares or matching awards under the International Share Incentive Plan (referred to as "SIP Dividend Shares"), or dividends declared on shares held in a global nominee account (referred to as "Global Nominee Dividend Shares") are reinvested to purchase ordinary shares. Following the declaration of an interim Dividend for the year ended 31 March 2026, details of the reinvestment of SIP Dividend Shares and Global Nominee Dividend Shares purchased by PDMRs are set out in the second table below.

The relevant notifications set out below are provided in accordance with the requirements of the UK Market Abuse Regulation.

1	Details of the person discharging managerial responsibility	
a)	Name	Kari Daniels
2	Reason for the notification	
a)	Position/status	CEO - UK & Ireland
b)	Initial notification/amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Full name of the entity	SSP Group plc
b)	Legal Entity Identifier Code	213800QGNWTFMENJ24
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	Ordinary Shares of 1 ^{17/200} pence
b)	Identification Code	GB00BGBN7C04
c)	Nature of the transaction	Purchase of Partnership Shares and allocation of Matching Shares under the UK SIP.
d)	Currency	GBP - British Pound
e)	Price(s) and Volume(s)	Partnership Shares

		<table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>£1.942</td><td>77</td></tr></table> Matching Shares <table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>£0.00</td><td>38</td></tr></table>	Price(s) per share	Volume(s)	£1.942	77	Price(s) per share	Volume(s)	£0.00	38				
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f)	Aggregated Information - Price - Volume - Total Price	Partnership Shares <table><tr><th>Price(s) per share</th><th>Volume(s)</th><th>Total Aggregate Price</th></tr><tr><td>£1.942</td><td>77</td><td>£149.53</td></tr></table> Matching Shares <table><tr><th>Price(s) per share</th><th>Volume(s)</th><th>Total Aggregate Price</th></tr><tr><td>£0.00</td><td>38</td><td>£0.00</td></tr></table>	Price(s) per share	Volume(s)	Total Aggregate Price	£1.942	77	£149.53	Price(s) per share	Volume(s)	Total Aggregate Price	£0.00	38	£0.00
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£0.00	38	£0.00												
g)	Date of transaction	6 July 2026												
h)	Place of transaction	London Stock Exchange (XLON)												

1	Details of the persons discharging managerial responsibility										
a)	Name	1. Kari Daniels 2. Jonathan Robinson 3. Satya Menard 4. George Mboya									
2	Reason for the notification										
a)	Position/status	1. CEO - UK & Ireland 2. CEO - Asia Pacific 3. CEO - Continental Europe 4. CEO - America									
b)	Initial notification/amendment	Initial notification									
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor										
a)	Full name of the entity	SSP Group plc									
b)	Legal Entity Identifier Code	213800QGGNIWTFMENJ24									
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	Ordinary Shares of 1 ^{17/200} pence									
b)	Identification Code	GB00BGBN7C04									
c)	Nature of the transaction	1. Purchase of SIP Dividend Shares under the UK Share Incentive Plan/International Share Incentive Plan 2. Purchase of Global Nominee Dividend Shares under the Equiniti Global Nominee Account									
d)	Currency	GBP - British Pound									
e)	Price(s) and Volume(s)	SIP Dividend Shares <table><tr><th>Price(s) per share</th><th>Volume(s)</th></tr><tr><td>1. £1.869</td><td>1. 32</td></tr><tr><td>2. £1.869</td><td>2. 4</td></tr><tr><td>3. £1.906</td><td>3. 4</td></tr></table>		Price(s) per share	Volume(s)	1. £1.869	1. 32	2. £1.869	2. 4	3. £1.906	3. 4
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Price(s) per share	Volume(s)	Total Aggregate Price																		
4. £1.913	4. 469	4. £896.692																		
g)	Date of transaction	26 June 2026 (UK SIP Dividend Shares) 29 June 2026 (International SIP Dividend Shares and Global Nominee Dividend Shares)																		
h)	Place of transaction	London Stock Exchange, Main Market (XLON)																		

For further information, please contact:

SSP Group plc

Fiona Scattergood, Group General Counsel & Company Secretary

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