

S & U PLC ("S&U" or "the Company")

Director/PDMR Dealing

S&U was advised today that Mr Anthony Coombs has on 9 July 2026, sold 3,300 Ordinary Shares of 12.5p each in the Company ("Ordinary Shares") at a price of £19.40.

The information set out below is provided in accordance with the requirements of Article 19(3) of the UK Market Abuse Regulation.

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Anthony Coombs				
2	Reason for the notification					
a)	Position/status	Director				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	S&U PLC				
b)	LEI	213800QZ1X2A7J64SQ31				
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 12.5p each ISIN : GB0007655037				
b)	Nature of the transaction	Disposal of ordinary 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>£19.40</td><td>3,300</td></tr> </tbody> </table>	Price(s)	Volume (s)	£19.40	3,300
Price(s)	Volume (s)					
£19.40	3,300					
d)	Aggregated information - Aggregated volume - Price	<table border="1"> <thead> <tr> <th>Price</th><th>Volume</th></tr> </thead> <tbody> <tr> <td>£19.40</td><td>3,300</td></tr> </tbody> </table>	Price	Volume	£19.40	3,300
Price	Volume					
£19.40	3,300					
e)	Date of the transaction	9 July 2026				
f)	Place of the transaction	On market sale - London Stock exchange				

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