

3 August 2026

## POLLEN STREET GROUP LIMITED (THE "COMPANY")

### Notification of Transactions by Persons Discharging Managerial Responsibilities ("PDMRs") and Connected Persons

The Company was notified on 31 July 2026 that Michael England transferred 3,316,380 ordinary shares of £0.01 each in the Company between brokerage accounts for nil consideration. There has been no change in the beneficial ownership of the shares, and Michael's total shareholding remains unchanged.

|    |                                                                                                                                                                                                   |                                                                                                                                     |           |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 1. | Details of PDMR / person closely associated with them ("PCA")                                                                                                                                     |                                                                                                                                     |           |
| a) | Name                                                                                                                                                                                              | Michael England                                                                                                                     |           |
| 2. | Reason for the notification                                                                                                                                                                       |                                                                                                                                     |           |
| a) | Position / status                                                                                                                                                                                 | PDMR                                                                                                                                |           |
| b) | Initial notification / amendment                                                                                                                                                                  | Initial Notification                                                                                                                |           |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor                                                                                     |                                                                                                                                     |           |
| a) | Name                                                                                                                                                                                              | Pollen Street Group Limited                                                                                                         |           |
| b) | LEI                                                                                                                                                                                               | 894500LP94M98N8CY487                                                                                                                |           |
| 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                                                                                                                                                           | Ordinary Shares of £0.01p each<br><br>ISIN: GG00BMHG0H12                                                                            |           |
| b) | Nature of the transaction                                                                                                                                                                         | Transfer of Ordinary Shares from one brokerage account to another for nil consideration with no change in the beneficial ownership. |           |
| c) | Price(s) and volume(s)                                                                                                                                                                            | Price(s)                                                                                                                            | Volume(s) |
|    |                                                                                                                                                                                                   | Nil                                                                                                                                 | 3,316,380 |
|    |                                                                                                                                                                                                   |                                                                                                                                     |           |
| d) | Aggregated information<br><br>Aggregated volume<br><br>Price                                                                                                                                      | N/A                                                                                                                                 |           |
| e) | Date of the transaction                                                                                                                                                                           | 31 July 2026                                                                                                                        |           |
| f) | Place of the transaction                                                                                                                                                                          | Outside of trading venue                                                                                                            |           |

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