

Pollen Street Group Limited (the Company)

**PDMR Notification
Pollen Street Dividend Reinvestment Plan**

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

The Company was notified on 28 October 2026 that, on 26 October 2026, the SIP trustees (MJFG Corporate Markets Trustees (UK) Limited), acting on behalf of Mr Crispin Goldsmith, a Person Discharging Managerial Responsibilities ("PDMR") of Pollen Street Group Limited, acquired 12 ordinary shares of £0.01 each in the Company at a price of £9.32 per share.

The acquisition was made as a result of Mr Goldsmith's participation in the Company's Dividend Reinvestment Plan ("DRIP") and was effected under the Pollen Street Share Incentive Plan ("SIP").

Following the transaction, Mr Goldsmith holds a total of 8,578 ordinary shares in the Company.

This announcement is made pursuant to the Company's obligations under Article 19(3) of the UK Market Abuse Regulation.

Crispin Goldsmith - purchase of shares under the DRIP

1.	Details of person discharging managerial responsibilities/person closely associated with them		
a)	Name	Crispin Goldsmith	
2.	Reason for the notification		
a)	Position / status	Chief Financial Officer	
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 £0.01 each	
	Identification Code	ISIN: GG00BMHG0H12	
b)	Nature of the transaction	Acquisition of Shares under the DRIP within the Company's SIP	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		932.00p	12
d)	Aggregated information		
	- Aggregated volume	12 shares	
	- Aggregated price	£111.84	
e)	Date of the transaction	26 October 2026	
f)	Place of the transaction	London Stock Exchange (XLON)	

For further information about this announcement please contact:

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28 October 2026

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