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NS Director/PDMR Shareholding

## **DIRECTOR/PDMR SHAREHOLDING**

### **REACT GROUP PLC**

Released 15:34:39 12 February 2025

RNS Number : 9016W  
React Group PLC  
12 February 2025

**REACT Group plc**  
("REACT" or the "Company")

**PDMR Dealings**

The Board of REACT (AIM: REAT), the leading specialist cleaning, hygiene and decontamination company, announces that on 11 February 2025, Mark Braund, Chair, purchased 6,869 ordinary shares of 12.5 pence each in the Company ("**Ordinary Shares**") at a price of 72.7875 pence per share.

Following the purchase, Mr Braund has an interest in 449,337 Ordinary Shares, representing 1.90% of the total issued share capital of the Company.

Further details are set out in the below notification, made in accordance with the requirements of the UK Market Abuse Regulation.

**For more information:**

**REACT Group**

Shaun Doak, Chief Executive Officer  
 Spencer Dredge, Chief Financial Officer  
 Mark Braund, Chair

Tel: +44 (0) 1283 550 503

**Singer Capital Markets - Nominated Adviser & Joint Broker**

Philip Davies / Alex Bond / Oliver Platts

Tel: +44 (0) 207 496 3000

**Dowgate Capital - Joint Broker**

Nicholas Chambers

Tel: +44 (0) 20 3903 7715

**IFC Advisory - Financial PR & IR**

Graham Herring / Zach Cohen

Tel: +44 (0) 20 3934 6630

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Mark Braund
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chair
b)	Initial notification /Amendment	Initial notification

<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	REACT Group PLC				
b)	LEI	213800H54C4GOFN7MO32				
<b>4</b>	<b>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</b>					
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 12.5 pence each  GB00BPCTRB97				
b)	Nature of the transaction	Acquisition of shares				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price (pence)</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>72.7875</td> <td>6,869</td> </tr> </tbody> </table>	Price (pence)	Volume	72.7875	6,869
Price (pence)	Volume					
72.7875	6,869					
d)	Aggregated information  - Aggregated volume  - Price	N/A - Single transaction				
e)	Date of the transaction	11-02-25				

f)	Place of the transaction	London Stock Exchange, AIM (XLON)
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