

14 May 2021

REACT Group Plc

("REACT" or the "Company")

Director Shareholding

REACT (AIM: REAT.L), the leading specialist cleaning, hygiene, and decontamination company, announces that Non-Executive Director Michael Joyce's total interest in ordinary shares of 0.25p each in the Company ("Ordinary Shares") has reduced to 3,850,000 Ordinary Shares, equivalent to 0.76% of the Company's issued share capital.

Michael Joyce's wife has sold a total of 2,150,000 Ordinary Shares at an average price of 3.48 pence per share. The sale of shares was undertaken to meet some financial commitments and Michael Joyce and his wife have no intention at the current time to sell any further shares in REACT.

The notification below, which has been made in accordance with the requirements of the UK Market Abuse Regulation, provides further detail.

For more information:

REACT Group plc

Mark Braund, Chairman

Tel: +44 (0) 798 222 0001

Shaun Doak, Chief Executive Officer

Andrea Pankhurst, Chief Financial Officer

Allenby Capital Limited

(Nominated Adviser and Broker)

Nick Athanas / Liz Kirchner (Corporate Finance)

Tel: +44 (0) 203 328 5656

Amrit Nahal / Tony Quirke (Sales & Corporate Broking)

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

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Deirdre Joyce
2	Reason for the notification	
a)	Position/status	Deirdre Joyce is a person closely associated with Michael Joyce, Non Executive Director of REACT Group plc
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	

a)	Name	REACT Group Plc	
b)	LEI	213800H54C4GOFN7MO32	
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 0.25p each in REACT Group Plc Identification code (ISIN) for REACT Group Plc ordinary shares: GB00BZ2JBG28	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	volume	Price (p)
		1,000,000	3.59
		250,000	3.40
		150,000	3.41
		150,000	3.41
		150,000	3.40
		150,000	3.35
		150,000	3.35
150,000	3.30		
d)	Aggregated information - Aggregated volume - Price	total shares: 2,150,000 at an average price of 3.48p	
e)	Date of the transactions	13 May 2021	
f)	Place of the transaction	London Stock Exchange, (XLON)	