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NS Director/PDMR Shareholding

## **DIRECTOR/PDMR SHAREHOLDING**

### **REACT GROUP PLC**

Released 10:25:37 15 April 2026

RNS Number : 5958A  
React Group PLC  
15 April 2026

**15 April 2026**

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

**Director/PDMR Shareholding**

As announced on 16 July 2025, the REACT Share Incentive Plan ("**SIP**") is an HMRC sanctioned plan under which eligible participating employees of the Company can elect to purchase ordinary shares of 12.5 pence each in the Company ("**Ordinary Shares**"), via MUFG Corporate Markets ("**MUFG**") as administrator and trustee to the SIP, using monthly salary deductions. Ordinary Shares acquired in this manner are referred to as "Partnership Shares" and, for every two Partnership Shares Purchased, participants are awarded three further Ordinary Shares, known as a "Matching Shares", at nil cost.

On 15 April 2026, REACT received notification from MUFG that, on 13 April 2026, it purchased an aggregate of 1005 Partnership Shares in the market at a price of 44.8 pence per Ordinary Share on behalf of those Directors / PDMRs set out in the table below. At the same time, these individuals were also awarded (for no consideration) their corresponding Matching Shares.

<b>Director / PDMR</b>	<b>Position</b>	<b>Partnership Shares Awarded</b>	<b>Matching Shares Awarded</b>
Mark Braund	Chair	335	504
Shaun Doak	Chief Executive Officer	335	504
Spencer Dredge	Chief Financial Officer	335	504

**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

Tel: +44 (0) 207 496 3000

**About Us:**

**REACT Group Plc**, the UK's leading support services provider to the facilities management (FM) sector, operates through four distinct divisions:

- **LaddersFree**, one of the UK's largest commercial window cleaning businesses, delivering nationwide services.
- **Fidelis Contract Services** ("Fidelis"), a contract cleaning and soft facilities maintenance provider focused on long-term customer partnerships.
- **REACT**, specialising in emergency and specialist cleaning solutions offering both long-term framework agreements and rapid response services.
- **24hr Aquaflow Services**, a recently acquired commercial drainage and plumbing business serving customers across the South East of England

This diversified structure enables REACT Group to offer a comprehensive suite of essential and time-sensitive services, supporting both recurring maintenance and urgent response needs across the UK.

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>									
a)	Name	<ol style="list-style-type: none"> <li>1. Mark Braund</li> <li>2. Shaun Doak</li> <li>3. Spencer Dredge</li> </ol>								
<b>2</b>	<b>Reason for the notification</b>									
a)	Position/status	<ol style="list-style-type: none"> <li>1. Chair</li> <li>2. Chief Executive Officer</li> <li>3. Chief Financial Officer</li> </ol>								
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	<p>Ordinary Shares GB00BPCTRB97</p>								
b)	Nature of the transaction	Award of Ordinary Shares pursuant to the Company's SIP								
c)	Price(s) and volume(s)	<p><b><i>Partnership Shares</i></b></p> <table border="1"> <thead> <tr> <th>Price (pence)</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>1. 44.8p</td> <td>1. 335</td> </tr> <tr> <td>2. 44.8p</td> <td>2. 335</td> </tr> <tr> <td>3. 44.8p</td> <td>3. 335</td> </tr> </tbody> </table>	Price (pence)	Volume	1. 44.8p	1. 335	2. 44.8p	2. 335	3. 44.8p	3. 335
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1. 0p	1. 504											
2. 0p	2. 504											
3. 0p	3. 504											
d)	Aggregated information - Aggregated volume - Price	N/A - Single transaction										
e)	Date of the transaction	13 April 2026										
f)	Place of the transaction	London Stock Exchange, AIM (XLON)										

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