



PDMR DEALINGS

REACT GROUP PLC

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React Group PLC
12 April 2023

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

PDMR Dealings

The Board of REACT (AIM: REAT), the leading specialist cleaning, hygiene and decontamination company, announces certain dealings by Michael Joyce, Non-Executive Director, and his wife Deirdre Joyce.

The Company was notified today that Mrs Joyce sold 1,650,000 ordinary shares of 0.25 pence each in the Company ("**Ordinary Shares**") at a weighted average price of 1.045 pence per share. Subsequently, Michael Joyce and his wife purchased 1,650,000 Ordinary Shares at a weighted average price of 1.090 pence per ordinary Share, in order to effect a "Bed & ISA" transaction.

Following these transactions, Mr Joyce and his wife continue to have an interest in 5,000,000 Ordinary Shares, representing 0.48% 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 further information:

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1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Michael Joyce				
2	Reason for the notification					
a)	Position/status	Non-Executive Director				
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 0.25 pence each GB00BZ2JBG28				
b)	Nature of the transaction	Purchase of Ordinary Shares to effect a "Bed & ISA" transaction				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.088p</td> <td>650,000 (purchase)</td> </tr> </tbody> </table>	Price(s)	Volume(s)	1.088p	650,000 (purchase)
Price(s)	Volume(s)					
1.088p	650,000 (purchase)					
d)	Aggregated information - Aggregated volume - Price	n/a				
e)	Date of the transaction	12 April 2023 (Purchase)				
f)	Place of the transaction	London Stock Exchange, AIM (XLON)				

1	Details of the person discharging managerial responsibilities / person closely associated									
a)	Name	Deirdre Joyce								
2	Reason for the notification									
a)	Position/status	Wife of Michael Joyce, Non-Executive Director								
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 0.25 pence each GB00BZ2JBG28								
b)	Nature of the transaction	Sale and repurchase of Ordinary Shares to effect a "Bed & ISA" transaction								
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.0201p</td> <td>650,000 (sale)</td> </tr> <tr> <td>1.062p</td> <td>1,000,000 (sale)</td> </tr> <tr> <td>1.091p</td> <td>1,000,000 (purchase)</td> </tr> </tbody> </table>	Price(s)	Volume(s)	1.0201p	650,000 (sale)	1.062p	1,000,000 (sale)	1.091p	1,000,000 (purchase)
Price(s)	Volume(s)									
1.0201p	650,000 (sale)									
1.062p	1,000,000 (sale)									
1.091p	1,000,000 (purchase)									
d)	Aggregated information - Aggregated volume - Price	n/a								
e)	Date of the transaction	31 March 2023 (sale) 12 April 2023 (repurchase)								
f)	Place of the transaction	London Stock Exchange, AIM (XLON)								

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