



**LONDON
STOCK
EXCHANGE**

An LSEG Business

NS Director/PDMR Shareholding

DIRECTOR/PDMR SHAREHOLDING

REACT GROUP PLC

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React Group PLC
14 August 2025

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

Director/PDMR Shareholding

As previously 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 13 August 2025, REACT received notification from MUFG that, on 12 August 2025, it purchased an aggregate of 882 Partnership Shares in the market at a price of 50.90 pence per 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.

Director / PDMR	Position	Partnership Shares Awarded	Matching Shares Awarded
Mark Braund	Chair	294	441
Shaun Doak	Chief Executive Officer	294	441
Spencer Dredge	Chief Financial Officer	294	441

For more information:

REACT Group

Tel: +44 (0) 1283 550 503

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

Singer Capital Markets - Nominated Adviser & Joint Broker

Tel: +44 (0) 207 496 3000

Philip Davies / Alex Bond / Oliver Platts

Dowgate Capital - Joint Broker

Tel: +44 (0) 20 3903 7715

Nicholas Chambers

IFC Advisory - Financial PR & IR

Tel: +44 (0) 20 3934 6630

Graham Herring / Zach Cohen

About Us:

REACT Group plc, the UK's leading support services provider to the facility management (FM) sector, operates with four divisions: LaddersFree, one of the largest commercial window cleaning businesses in the UK; Fidelis Contract Services ("Fidelis"), a contract cleaning and soft facilities maintenance business; REACT business, which primarily provides a solution to emergency and specialist cleaning situations, both through long-term framework agreements and on an ad-hoc basis and recently acquired 24hr Aquaflow Services Ltd, a commercial drainage and plumbing services business which delivers services to clients in the south east of England.

1	Details of the person discharging managerial responsibilities / person closely associated
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a)	Name	1. Mark Braund 2. Shaun Doak 3. Spencer Dredge								
2	Reason for the notification									
a)	Position/status	1. Chair 2. Chief Executive Officer 3. 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	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 GB00BPCTRB97								
b)	Nature of the transaction	Award of Ordinary Shares pursuant to the Company's SIP								
c)	Price(s) and volume(s)	<div> Partnership Shares <table border="1"> <thead> <tr> <th>Price (pence)</th><th>Volume</th></tr> </thead> <tbody> <tr> <td>1. 50.90p</td><td>1. 294</td></tr> <tr> <td>2. 50.90p</td><td>2. 294</td></tr> <tr> <td>3. 50.90p</td><td>3. 294</td></tr> </tbody> </table> </div> Matching Shares	Price (pence)	Volume	1. 50.90p	1. 294	2. 50.90p	2. 294	3. 50.90p	3. 294
Price (pence)	Volume									
1. 50.90p	1. 294									
2. 50.90p	2. 294									
3. 50.90p	3. 294									

		<table><tr><th>Price (pence)</th><th>Volume</th></tr><tr><td>1. 0p</td><td>1. 441</td></tr><tr><td>2. 0p</td><td>2. 441</td></tr><tr><td>3. 0p</td><td>3. 441</td></tr></table>	Price (pence)	Volume	1. 0p	1. 441	2. 0p	2. 441	3. 0p	3. 441
Price (pence)	Volume									
1. 0p	1. 441									
2. 0p	2. 441									
3. 0p	3. 441									
d)	Aggregated information - Aggregated volume - Price	N/A - Single transaction								
e)	Date of the transaction	12 August 2025								
f)	Place of the transaction	London Stock Exchange, AIM (XLON)								

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