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[REACT GROUP PLC](#)

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React Group PLC
02 January 2026

2 January 2026

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

Director/PDMR Shareholding

REACT Group plc (AIM: REAT.L), the leading specialist support services provider to the FM industry, announces that on 22 December 2025, Mark Braund's wife, Lyn Braund, being a Person Closely Associated ("PCA") with Mark Braund, bought 200,000 shares at a price of 50 pence per share, from Wydelta Limited (a company wholly and jointly owned by Lyn and Mark Braund).

Following this transaction, there has been no change to Mark Braund and PCAs total beneficial holding in the Company of 449,337 ordinary shares, representing 1.90% of the Company's Issued Share Capital.

For more information:

REACT Group

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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.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Lyn Braund
2	Reason for the notification	
a)	Position/status	Person Closely Associated with Mark Braund (Company Chairman)
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	Purchase of shares
c)	Price(s) and volume(s)	Price: 50 pence Volume: 200,000
d)	Aggregated information - Aggregated volume - Price	N/A - Single transaction
e)	Date of the transaction	22 December 2025
f)	Place of the transaction	London Stock Exchange, AIM (XLON)

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Wydelta Limited
2	Reason for the notification	
a)	Position/status	Person Closely Associated with Mark Braund (Company Chairman)
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	Sale of shares
c)	Price(s) and volume(s)	Price: 50 pence Volume: 200,000
d)	Aggregated information - Aggregated volume - Price	N/A - Single transaction
e)	Date of the transaction	22 December 2025
f)	Place of the transaction	London Stock Exchange, AIM (XLON)

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