



**LONDON  
STOCK  
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An LSEG Business

NS Director/PDMR Shareholding

## **SHARE INCENTIVE PLAN**

### **REACT GROUP PLC**

Released 14:38:24 16 July 2025

RNS Number : 3516R  
React Group PLC  
16 July 2025

**16 July 2025**

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

**Share Incentive Plan**

REACT Group plc (AIM: REAT.L), the leading specialist support services provider to the FM industry, announces the establishment of an HMRC sanctioned Share Incentive Plan ("**SIP**"). MUFG Corporate Markets are acting as administrator of, trustee to, the SIP.

The principal terms of the scheme are as follows:

- i) Partnership Shares to be acquired at the prevailing market price on behalf of eligible employees that elect to contribute up to a monthly value of £150;
- ii) Matching Shares which are given to employees on the basis of three Matching Shares for every two Partnership Shares purchased;
- iii) There is a three-year holding period on Matching Shares;
- iv) Matching Shares will be forfeited under certain conditions if an employee leaves REACT and the shares have not been held for three years, or if the employee sells the corresponding Partnership Shares within three years;
- v) Both Matching Shares and Partnership Shares will be purchased on-market by the trustee and allocated to the beneficiary.

On 14 July 2025, certain PDMRs of the Company acquired Partnership Shares under the SIP and were subsequently awarded with Matching Shares (together, "**SIP Shares**"). Details of SIP Shares allocated to PDMRs are set out below:

<b>Director</b>	<b>Position</b>	<b>SIP Shares Allocated</b>
Mark Braund	Chair	695
Shaun Doak	Chief Executive Officer	695
Spencer Dredge	Chief Financial Officer	695

**For more information:**

**REACT Group**

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

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**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 Aquaflo Services Ltd, a commercial drainage and plumbing services business which delivers services to clients in the south east of England.

<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	Ordinary Shares GB00BPCTRB97						
b)	Nature of the transaction	Grant of Ordinary Shares pursuant to the Company's SIP						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th colspan="2"><i>Partnership Shares</i></th> </tr> <tr> <th>Price (pence)</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>1. 53.95p</td> <td>1. 278</td> </tr> </tbody> </table>	<i>Partnership Shares</i>		Price (pence)	Volume	1. 53.95p	1. 278
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1. 0p	1. 417									
2. 0p	2. 417									
3. 0p	3. 417									
d)	Aggregated information - Aggregated volume - Price	N/A - Single transaction								
e)	Date of the transaction	14 July 2025								
f)	Place of the transaction	London Stock Exchange, AIM (XLON)								

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