NS Director/PDMR Shareholding

DIRECTOR/PDMR SHAREHOLDING

REACT GROUP PLC

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React Group PLC
16 September 2026

16 September 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 September 2026, REACT received notification from MUFG that, on 14 September 2026, it purchased an aggregate of 1,074 Partnership Shares in the market at a price of 41.80 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.

Director / PDMR	Position	Partnership Shares Awarded	Matching Shares Awarded
Mark Braund	Chair	358	537
Shaun Doak	Chief Executive Officer	358	537
Spencer Dredge	Chief Financial Officer	358	537

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
Alex Bond

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	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**	

<table>
<tr><td>a)</td><td>Name</td><td>REACT Group PLC</td></tr>
<tr><td>b)</td><td>LEI</td><td>213800H54C4GOFN7MO32</td></tr>
<tr><td>4</td><td colspan="2">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</td></tr>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument

Identification code</td><td>Ordinary Shares

GB00BPCTRB97</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Award of Ordinary Shares pursuant to the Company’s SIP</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td>Partnership Shares
<table>
<tr><th>Price (pence)</th><th>Volume</th></tr>
<tr><td>1. 41.80p
2. 41.80p
3. 41.80p</td><td>1. 358
2. 358
3. 358</td></tr>
</table>
Matching Shares
<table>
<tr><th>Price (pence)</th><th>Volume</th></tr>
<tr><td>1. 0p
2. 0p
3. 0p</td><td>1. 537
2. 537
3. 537</td></tr>
</table></td></tr>
</table>

d)	Aggregated information - Aggregated volume - Price	N/A - Single transaction
e)	Date of the transaction	14 September 2026
f)	Place of the transaction	London Stock Exchange, AIM (XLON)

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