



**LONDON
STOCK
EXCHANGE**

An LSEG Business

NS Director/PDMR Shareholding

DIRECTOR/PDMR SHAREHOLDING

REACT GROUP PLC

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React Group PLC
15 December 2025

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**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 December 2025, REACT received notification from MUFG that, on 12 December 2025, it purchased an aggregate of 885 Partnership Shares in the market at a price of 50.86 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	295	441
Shaun Doak	Chief Executive Officer	295	441
Spencer Dredge	Chief Financial Officer	295	441

For more information:

REACT Group

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

Singer Capital Markets - Nominated Adviser & Joint Broker

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Philip Davies / Alex Bond

Dowgate Capital - Joint Broker

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Amber Higgs / Daniel Ingram

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Graham Herring / Zach Cohen

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	
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)	<i>Partnership Shares</i>	
		Price (pence)	Volume
		1. 50.86p	1. 295
		2. 50.86p	2. 295
		3. 50.86p	3. 295
		<i>Matching Shares</i>	
		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 December 2025	
f)	Place of the transaction	London Stock Exchange, AIM (XLON)	

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