



**LONDON
STOCK
EXCHANGE**

An LSEG Business

NS Director/PDMR Shareholding

DIRECTOR/PDMR SHAREHOLDING

REACT GROUP PLC

Released 17:18:50 16 October 2025

RNS Number : 7359D
React Group PLC
16 October 2025

16 October 2025

**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 October 2025, REACT received notification from MUFG that, on 13 October 2025, it purchased an aggregate of 966 Partnership Shares in the market at a price of 46.575 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	322	483
Shaun Doak	Chief Executive Officer	322	483
Spencer Dredge	Chief Financial Officer	322	483

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
----------	--

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. 46.575p</td><td>1. 322</td></tr> <tr> <td>2. 46.575p</td><td>2. 322</td></tr> <tr> <td>3. 46.575p</td><td>3. 322</td></tr> </tbody> </table> </div> Matching Shares	Price (pence)	Volume	1. 46.575p	1. 322	2. 46.575p	2. 322	3. 46.575p	3. 322
Price (pence)	Volume									
1. 46.575p	1. 322									
2. 46.575p	2. 322									
3. 46.575p	3. 322									

		<table><tr><th>Price (pence)</th><th>Volume</th></tr><tr><td>1. 0p</td><td>1. 483</td></tr><tr><td>2. 0p</td><td>2. 483</td></tr><tr><td>3. 0p</td><td>3. 483</td></tr></table>	Price (pence)	Volume	1. 0p	1. 483	2. 0p	2. 483	3. 0p	3. 483
Price (pence)	Volume									
1. 0p	1. 483									
2. 0p	2. 483									
3. 0p	3. 483									
d)	Aggregated information - Aggregated volume - Price	N/A - Single transaction								
e)	Date of the transaction	13 October 2025								
f)	Place of the transaction	London Stock Exchange, AIM (XLON)								

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHUNANRVVURAAA

London Stock Exchange plc is not responsible for and does not check content on this Website. Website users are responsible for checking content. Any news item (including any prospectus) which is addressed solely to the persons and countries specified therein should not be relied upon other than by such persons and/or outside the specified countries. [Terms and conditions](#), including restrictions on use and distribution apply.