

THG plc

PDMR/PCA Shareholdings

This announcement follows the announcement by THG plc (the "**Company**") on 15 April 2021 that Matthew Moulding had notified the Company of his immediate intention to transfer £100m worth of listed ordinary shares to The Moulding Foundation.

The Company makes the below announcement and notification in accordance with the requirements of the EU Market Abuse Regulation:

1.	Details of the person discharging managerial responsibilities / persons closely associated with them	
a)	Name	Matthew Moulding
2.	Reason for the notification	
a)	Position / Status	Executive Chairman and Chief Executive Officer
b)	Initial Notification / Amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	THG plc
b)	LEI	21380066N3SV908IDP37
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 voting shares of £0.005 each ISIN: GB00BMTV7393
b)	Nature of the transaction	Partial release of pledge over ordinary voting shares
c)	Price(s) and volume(s)	Price(s): £Nil Volume(s): 14,285,715

d)	Aggregated information	N/A - single transaction
e)	Date of transaction	15 April 2021
f)	Place of transaction	Outside of a trading venue

1.	Details of the person discharging managerial responsibilities / persons closely associated with them	
a)	Name	Matthew Moulding
2.	Reason for the notification	
a)	Position / Status	Executive Chairman and Chief Executive Officer
b)	Initial Notification / Amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	THG plc
b)	LEI	21380066N3SV908IDP37
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 voting shares of £0.005 each ISIN: GB00BMTV7393
b)	Nature of the transaction	Disposal of ordinary voting shares to The Moulding Foundation (a PCA of Matthew Moulding)
c)	Price(s) and volume(s)	Price(s): £Nil Volume(s): 14,204,546
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	19 April 2021
f)	Place of transaction	Outside of a trading venue

1.	Details of the person discharging managerial responsibilities / persons closely associated with them	

a)	Name	The Moulding Foundation
2.	Reason for the notification	
a)	Position / Status	PCA of Matthew Moulding
b)	Initial Notification / Amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	THG plc
b)	LEI	21380066N3SV908IDP37
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 voting shares of £0.005 each ISIN: GB00BMTV7393
b)	Nature of the transaction	Acquisition of ordinary voting shares from Matthew Moulding
c)	Price(s) and volume(s)	Price(s): £Nil Volume(s): 14,204,546
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	19 April 2021
f)	Place of transaction	Outside of a trading venue

Enquiries to:

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