

## 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:

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / persons closely associated with them</b>	
a)	Name	Matthew Moulding
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position / Status	Executive Chairman and Chief Executive Officer
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	THG plc
b)	LEI	21380066N3SV908IDP37
<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 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

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / persons closely associated with them</b>	
a)	Name	Matthew Moulding
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position / Status	Executive Chairman and Chief Executive Officer
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	THG plc
b)	LEI	21380066N3SV908IDP37
<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 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

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / persons closely associated with them</b>	
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a)	Name	The Moulding Foundation
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position / Status	PCA of Matthew Moulding
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	THG plc
b)	LEI	21380066N3SV908IDP37
<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 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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