

THG PLC

(the "Company")

Director/PDMR Shareholding

13 May 2021

The Company has received notification that Tiffany Hall, a Non-Executive Director of the Company, has purchased 33,557 ordinary shares of £0.005 each in the capital of the Company at a price of 596 pence per ordinary share pursuant to the recent Placing announced by the Company.

The following notification is made in accordance with the requirements of Article 19 of the EU Market Abuse Regulation:

| | | |
|-----------|--|---|
| 1. | Details of the person discharging managerial responsibilities / persons closely associated with them | |
| a) | Name | Tiffany Hall |
| 2. | Reason for the notification | |
| a) | Position / Status | Non-Executive Director |
| 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 |
| c) | Price(s) and volume(s) | Price(s): 596p Volume(s): 33,557 |

| | | |
|----|------------------------|----------------------------|
| d) | Aggregated information | N/A - single transaction |
| e) | Date of transaction | 13 May 2021 |
| f) | Place of transaction | Outside of a trading venue |

Enquiries to:

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