

**THG PLC**

**(the "Company")**

**Director/PDMR Shareholding**

**15 October 2024**

The Company has received notification that Damian Sanders, an Executive Director and Chief Financial Officer of the Company, has purchased 153,061 ordinary shares of £0.005 each in the capital of the Company at a price of 49 pence per ordinary share.

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

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / persons closely associated with them</b>	
a)	Name	Damian Sanders
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position / Status	Executive Director / Chief Financial 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	Purchase of ordinary voting shares
c)	Price(s) and volume(s)	Price(s): 49p  Volume(s): 153,061
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	15 October 2024
f)	Place of transaction	London Stock Exchange (XLON)

**Enquiries to:**

THG PLC

James Pochin, General Counsel and Company Secretary

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