RNS Number : 3996S THG PLC 07 January 2025

THG PLC

(the "Company")

PDMR/PCA Shareholdings

7 January 2025

Following completion of the Demerger of Ingenuity, the Company has received notification from certain PDMRs, and, as applicable, persons closely associated with such PDMRs, of the redesignations of certain of their shares in the Company pursuant to the Demerger.

Following completion of the Demerger of Ingenuity, Matthew Moulding holds 244,114,521 shares in the Company, comprised of 121,924,433 ordinary voting shares and 122,190,088 unlisted ordinary shares, in each case of £0.005 in the capital of the Company.

The Company makes the below announcement and notification in accordance with the requirements of the UK 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	Chief Executive Officer
b)	Initial Notification / Amendment	Initial Notification
3.	Details of the issuer, emission allowance m auction monitor	arket participant, auction platform, auctioneer or
a)	Name	THG PLC
b)	LEI	21380066N3SV9O8IDP37
4.		epeated for (i) each type of instrument; (ii) each (iv) each place where transactions have been
a)	Description of the financial instrument, type of instrument	Ordinary voting shares of £0.005 each
	Identification Code	ISIN: GB00BMTV7393
b)	Nature of the transaction	Redesignation of ordinary shares to B ordinary shares
c)	Price(s) and volume(s)	Price(s): Nil
		Volume(s): 11,835,595
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	30 December 2024
f)	Place of transaction	Outside of a trading venue

	Details of the person discharging managerial responsibilities / persons closely associate them	
a)	Name	FIC Shareco Limited
2.	Reason for the notification	I
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	
		(iii) sasii pase iiiisis aansasiis iiare seeii
a)		Ordinary voting shares of £0.005 each ISIN: GB00BMTV7393
a) b)	Conducted Description of the financial instrument, type of instrument	Ordinary voting shares of £0.005 each
,	Conducted Description of the financial instrument, type of instrument Identification Code	Ordinary voting shares of £0.005 each ISIN: GB00BMTV7393 Redesignation of ordinary shares to B ordinary
b)	Conducted Description of the financial instrument, type of instrument Identification Code Nature of the transaction	Ordinary voting shares of £0.005 each ISIN: GB00BMTV7393 Redesignation of ordinary shares to B ordinary shares Price(s): Nil
b)	Conducted Description of the financial instrument, type of instrument Identification Code Nature of the transaction Price(s) and volume(s)	Ordinary voting shares of £0.005 each ISIN: GB00BMTV7393 Redesignation of ordinary shares to B ordinary shares Price(s): Nil Volume(s): 81,296,802

1.	Details of the person discharging managerial responsibilities / persons closely associated with them	
a)	Name	Jodie Moulding
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	21380066N3SV9O8IDP37
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	Ordinary voting shares of £0.005 each
	Identification Code	ISIN: GB00BMTV7393
b)	Nature of the transaction	Redesignation of ordinary shares to B ordinary shares
c)	Price(s) and volume(s)	Price(s): Nil
		Volume(s): 4,095,428

٦/	Aggregated information	N/A gingle transportion
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	30 December 2024
f)	Place of transaction	Outside of a trading venue

Details of the person discharging managerial them	responsibilities / persons closely associated with
Name	Charles Allen, Lord Allen of Kensington CBE
Reason for the notification	I
Position / Status	Independent Non-Executive Chair
Initial Notification / Amendment	Initial Notification
Details of the issuer, emission allowance mauction monitor	l parket participant, auction platform, auctioneer or
Name	THG PLC
LEI	21380066N3SV908IDP37
	repeated for (i) each type of instrument; (ii) each (iv) each place where transactions have been
Description of the financial instrument, type of instrument Identification Code	Ordinary voting shares of £0.005 each ISIN: GB00BMTV7393
Nature of the transaction	Redesignation of ordinary shares to B ordinary shares
Price(s) and volume(s)	Price(s): Nil Volume(s): 393,689
Aggregated information	N/A - single transaction
Date of transaction	30 December 2024
Place of transaction	Outside of a trading venue
	them Name Reason for the notification Position / Status Initial Notification / Amendment Details of the issuer, emission allowance mauction monitor Name LEI Details of the transaction(s): section to be type of transaction; (iii) each date; and conducted Description of the financial instrument, type of instrument Identification Code Nature of the transaction Price(s) and volume(s) Aggregated information Date of transaction

1.	Details of the person discharging managerial responsibilities / persons closely associated with them	
a)	Name	Damian Sanders
2.	Reason for the notification	
a)	Position / Status	Executive Director / 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	THG PLC
b)	LEI	21380066N3SV9O8IDP37
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	Ordinary voting shares of £0.005 each ISIN: GB00BMTV7393
	Identification Code	

b)	Nature of the transaction	Redesignation of ordinary shares to B ordinary shares
c)	Price(s) and volume(s)	Price(s): Nil Volume(s): 129,000
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	30 December 2024
f)	Place of transaction	Outside of a trading venue

1.	Details of the person discharging managerial them	responsibilities / persons closely associated with
a)	Name	Matthew Moulding
2.	Reason for the notification	L
a)	Position / Status	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	21380066N3SV9O8IDP37
4.	Details of the transaction(s): section to be r type of transaction; (iii) each date; and (conducted	epeated for (i) each type of instrument; (ii) each (iv) each place where transactions have been
4 .	type of transaction; (iii) each date; and (
	type of transaction; (iii) each date; and conducted Description of the financial instrument, type of instrument	(iv) each place where transactions have been B ordinary shares of £0.005 each
a)	type of transaction; (iii) each date; and conducted Description of the financial instrument, type of instrument Identification Code	B ordinary shares of £0.005 each ISIN: N/A Redesignation of B ordinary shares to deferred 1
a) b)	type of transaction; (iii) each date; and conducted Description of the financial instrument, type of instrument Identification Code Nature of the transaction	B ordinary shares of £0.005 each ISIN: N/A Redesignation of B ordinary shares to deferred 1 shares Price(s): Nil
a) b)	type of transaction; (iii) each date; and conducted Description of the financial instrument, type of instrument Identification Code Nature of the transaction Price(s) and volume(s)	B ordinary shares of £0.005 each ISIN: N/A Redesignation of B ordinary shares to deferred 1 shares Price(s): Nil Volume(s): 11,835,595

1.	Details of the person discharging managerial responsibilities / persons closely associated with them	
a)	Name	FIC Shareco Limited
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	B ordinary shares of £0.005 each ISIN: N/A
b)	Nature of the transaction	Redesignation of B ordinary shares to deferred 1 shares
c)	Price(s) and volume(s)	Price(s): Nil Volume(s): 81,296,802
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	2 January 2025
f)	Place of transaction	Outside of a trading venue

1.	Details of the person discharging managerial responsibilities / persons closely associated with them	
a)	Name	Jodie Moulding
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 m auction monitor	arket participant, auction platform, auctioneer or
a)	Name	THG PLC
b)	LEI	21380066N3SV9O8IDP37
4.	Details of the transaction(s): section to be r type of transaction; (iii) each date; and conducted	repeated for (i) each type of instrument; (ii) each (iv) each place where transactions have been
a)	Description of the financial instrument, type of instrument Identification Code	B ordinary shares of £0.005 each ISIN: N/A
b)	Nature of the transaction	Redesignation of B ordinary shares to deferred 1 shares
c)	Price(s) and volume(s)	Price(s): Nil Volume(s): 4,095,428
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	2 January 2025
f)	Place of transaction	Outside of a trading venue

1.	Details of the person discharging managerial responsibilities / persons closely associated with them	
a)	Name Charles Allen, Lord Allen of Kensington CBE	
2.	Reason for the notification	
a)	Position / Status	Independent Non-Executive Chair

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	21380066N3SV9O8IDP37
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	B ordinary shares of £0.005 each ISIN: N/A
b)	Nature of the transaction	Redesignation of B ordinary shares to deferred 1 shares
c)	Price(s) and volume(s)	Price(s): Nil Volume(s): 393,689
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	2 January 2025
f)	Place of transaction	Outside of a trading venue

1.	Details of the person discharging managerial them	responsibilities / persons closely associated with
a)	Name	Damian Sanders
2.	Reason for the notification	
a)	Position / Status	Executive Director / Chief Financial Officer
b)	Initial Notification / Amendment	Initial Notification
3.	Details of the issuer, emission allowance mauction monitor	arket participant, auction platform, auctioneer or
a)	Name	THG PLC
b)	LEI	21380066N3SV9O8IDP37
4.		epeated for (i) each type of instrument; (ii) each (iv) each place where transactions have been
a)	Description of the financial instrument, type of instrument	B ordinary shares of £0.005 each
	Identification Code	ISIN: N/A
b)	Nature of the transaction	Redesignation of B ordinary shares to deferred 1 shares
c)	Price(s) and volume(s)	Price(s): Nil
		Volume(s): 129,000
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	2 January 2025
f)	Place of transaction	Outside of a trading venue

THG PLC

James Pochin, General Counsel and Company Secretary

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