

**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:

<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	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	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

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / persons closely associated with them</b>	
a)	Name	FIC Shareco Limited
<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	Redesignation of ordinary shares to B ordinary 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	30 December 2024
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	Jodie Moulding
<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	Redesignation of ordinary shares to B ordinary 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	30 December 2024
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	Charles Allen, Lord Allen of Kensington CBE
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position / Status	Independent Non-Executive Chair
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	Redesignation of ordinary shares to B ordinary 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	30 December 2024
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	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	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

<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	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	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): 11,835,595
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	2 January 2025
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	FIC Shareco Limited
<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
4.	<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	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.	<b>Details of the person discharging managerial responsibilities / persons closely associated with them</b>	
a)	Name	Jodie Moulding
2.	<b>Reason for the notification</b>	
a)	Position / Status	PCA of Matthew Moulding
b)	Initial Notification / Amendment	Initial Notification
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	THG PLC
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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.	<b>Details of the person discharging managerial responsibilities / persons closely associated with them</b>	
a)	Name	Charles Allen, Lord Allen of Kensington CBE
2.	<b>Reason for the notification</b>	
a)	Position / Status	Independent Non-Executive Chair

b)	Initial Notification / Amendment	Initial Notification
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
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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.	<b>Details of the person discharging managerial responsibilities / persons closely associated with them</b>	
a)	Name	Damian Sanders
2.	<b>Reason for the notification</b>	
a)	Position / Status	Executive Director / Chief Financial Officer
b)	Initial Notification / Amendment	Initial Notification
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	THG PLC
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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

**Enquiries to:**

THG PLC

James Pochin, General Counsel and Company Secretary

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