

**THG PLC**  
**(the "Company")**

**PDMR / PCA Shareholding & TR-1 Notification**

Following completion of the successful oversubscribed equity fundraise announced on 25 March 2025, underpinned by founder and chief executive Matthew Moulding's net contribution of £60 million, the Company has received the below notifications.

Matthew Moulding's equity interest in the Company equates to 429,873,034 shares, being approximately 25 per cent. on a fully diluted basis. This equity interest is comprised of:

- 98,596,539 ordinary voting shares;
- 122,190,088 unlisted ordinary shares; and
- a conversion right for a further 209,086,407 ordinary voting shares pursuant to the Convertible Loan.

To satisfy demand from new and existing investors in the oversubscribed equity fundraise, the Company's new share authority limits required Matthew Moulding to transfer 23,327,894 ordinary voting shares to the placing book, the gross proceeds of which were all reinvested into the Company by way of the Convertible Loan. No proceeds were received from the transactions referred to in this notification by Matthew Moulding, FIC Shareco Limited or any person closely associated with them.

The Company makes the below announcement and notifications in accordance with the requirements of the Disclosure Guidance and Transparency Rules and the UK Market Abuse Regulation.

**PDMR/PCA Shareholding**

|           |  |  |
|-----------|--|--|
| <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<br><br>Identification Code   | Ordinary shares of £0.005 each<br><br>ISIN: GB00BMTV7393               |
| b)        | Nature of the transaction  | Entering into a convertible loan agreement with the Company giving the |

|    |                        |  |
|----|------------------------|--|
|    |                        | right to acquire new ordinary shares on conversion<br><br>Disposal of ordinary shares  |
| c) | Price(s) and volume(s) | Volume: £67,534,909.76 (principal value of Convertible Loan) * 32.3p (price) = 209,086,407 (number of new ordinary shares to be issued on conversion)<br><br>Price(s): 32.3p<br><br>Volume (number of shares disposed to placing book): 23,327,894 |
| d) | Aggregated information | N/a  |
| e) | Date of transaction    | 28 March 2025  |
| f) | Place of transaction   | London Stock Exchange (XLON)   |

TR-1: Standard form for notification of major holdings

**1. Issuer Details**

**ISIN**

GB00BMTV7393

**Issuer Name**

THG PLC

**UK or Non-UK Issuer**

UK

**2. Reason for Notification**

An acquisition or disposal of voting rights

**3. Details of person subject to the notification obligation**

**Name**

Matthew Moulding

**City of registered office (if applicable)**

Altrincham

**Country of registered office (if applicable)**

United Kingdom

**4. Details of the shareholder**

| Name                | City of registered office | Country of registered office |
|---------------------|---------------------------|------------------------------|
| FIC Shareco Limited | St Peter Port             | Guernsey                     |

**5. Date on which the threshold was crossed or reached**

28-Mar-2025

**6. Date on which Issuer notified**

31-Mar-2025

**7. Total positions of person(s) subject to the notification obligation**

|  | % of voting | % of voting rights | Total of both | Total number |
|--|-------------|--------------------|---------------|--------------|
|--|-------------|--------------------|---------------|--------------|

|   | rights attached to shares (total of 8.A) | through financial instruments (total of 8.B 1 + 8.B 2) | in % (8.A + 8.B) | of voting rights held in issuer |
|---|--|--|------------------|---------------------------------|
| Resulting situation on the date on which threshold was crossed or reached | 7.090000                                 | 0.000000   | 7.090000         | 98596539                        |
| Position of previous notification (if applicable)                         | 9.222317                                 | 0.000000   | 9.222317         |                                 |

## 8. Notified details of the resulting situation on the date on which the threshold was crossed or reached

### 8A. Voting rights attached to shares

| Class/Type of shares<br>ISIN code(if possible) | Number of direct voting rights (DTR5.1) | Number of indirect voting rights (DTR5.2.1) | % of direct voting rights (DTR5.1) | % of indirect voting rights (DTR5.2.1) |
|--|---|---|------------------------------------|--|
| GB00BMTV7393                                   | 22326196                                | 76270343                                    | 1.610000                           | 5.480000                               |
| Sub Total 8.A                                  | 98596539                                |   | 7.090000%                          |  |

### 8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))

| Type of financial instrument | Expiration date | Exercise/conversion period | Number of voting rights that may be acquired if the instrument is exercised/converted | % of voting rights |
|------------------------------|-----------------|----------------------------|---|--------------------|
|                              |                 |                            |   |                    |
| Sub Total 8.B1               |                 |                            |   |                    |

### 8B2. Financial Instruments with similar economic effect according to (DTR5.3.1R.(1) (b))

| Type of financial instrument | Expiration date | Exercise/conversion period | Physical or cash settlement | Number of voting rights | % of voting rights |
|------------------------------|-----------------|----------------------------|-----------------------------|-------------------------|--------------------|
|                              |                 |                            |                             |                         |                    |
| Sub Total 8.B2               |                 |                            |                             |                         |                    |

## 9. Information in relation to the person subject to the notification obligation

2. Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entities (please add additional rows as necessary)

| Ultimate controlling person | Name of controlled undertaking | % of voting rights if it equals or is higher than the notifiable threshold | % of voting rights through financial instruments if it equals or is higher than the notifiable threshold | Total of both if it equals or is higher than the notifiable threshold |
|-----------------------------|--------------------------------|--|--|---|
| Matthew Moulding            |                                | 1.610000   |  |   |
| Matthew Moulding            | FIC Shareco Limited            | 5.480000   |  |   |

## 10. In case of proxy voting

Name of the proxy holder

The number and % of voting rights held

The date until which the voting rights will be held

## 11. Additional Information

## 12. Date of Completion

31-Mar-2025

## 13. Place Of Completion

**Enquiries to:**

**THG PLC**

**James Pochin, General Counsel and Company Secretary**

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London, UK

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