

**THG PLC**

**(the "Company")**

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

Further to the announcement on 5 December 2025 relating to the application for admission of 209,086,407 ordinary voting shares of £0.005 each in satisfaction of the conversion of the Convertible Loan, the Company announces that it received the below notifications on 9 December 2025 in connection with the conversion of the Convertible Loan.

In accordance with the Disclosure Guidance and Transparency Rule (the "**DTR**"), Matthew Moulding's equity interest equates to 429,873,034 shares in the Company, being approximately 25 per cent. on a fully diluted basis, comprising 307,682,946 ordinary voting shares and 122,190,088 unlisted ordinary shares.

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

<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	Acquisition of ordinary voting shares on conversion of convertible loan agreement
c)	Price(s) and volume(s)	Price(s): 32.3p  Volume(s): 209,086,407
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	8 December 2025
f)	Place of transaction	Outside of a trading venue

## 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	Altrincham	England
FIC Shareco Limited	St Peter Port	Guernsey

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

08-Dec-2025

## 6. Date on which Issuer notified

09-Dec-2025

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

	% of voting rights attached to shares (total of 8.A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights held in issuer
Resulting situation on the date on which threshold was crossed or reached	19.240000	0.000000	19.240000	307682946
Position of previous notification (if applicable)	7.090000	0.000000	7.090000	

## 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 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	285356750	1.400000	17.840000
Sub Total 8.A	307682946		19.240000%	

### 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	FIC Shareco Limited	6.470000	0.000000	6.470000%
Matthew Moulding	FIC Shareco Limited	11.370000	0.000000	11.370000%

#### 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

#### 13. Place Of Completion

Enquiries to:

THG PLC

James Pochin, General Counsel and Company Secretary

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