

THG PLC

(the "Company")

PDMR/PCA Shareholding & TR-1 Notification

The Company announces that it received the below notifications on 23 February 2026 confirming that Matthew Moulding, through his family investment company FIC Shareco Limited, has purchased 24,395,170 ordinary voting shares of £0.005 each in the Company.

In accordance with the Disclosure Guidance and Transparency Rules (the "DTR"), Matthew Moulding's equity interest equates to 454,268,204 shares in the Company, being approximately 25.4 per cent. on a fully diluted basis, comprising 332,078,116 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:

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	Ordinary voting shares of £0.005 each ISIN: GB00BMTV7393
b)	Nature of the transaction	Acquisition of ordinary voting shares
c)	Price(s) and volume(s)	Price(s): 34.93p Volume(s): 24,395,170
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	20 February 2026
f)	Place of transaction	Outside of a trading venue

TR-1: Standard form for notification of major holdings

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

20-Feb-2026

6. Date on which Issuer notified

23-Feb-2026

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	20.240000	0.000000	20.240000	332,078,116
Position of previous notification (if applicable)	18.760000	0.000000	18.760000	

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	309751920	1.360000	18.880000
Sub Total 8.A	332078116		20.240000%	

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			
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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	7.800000	0.000000	7.800000%
Matthew Moulding	FIC Shareco Limited	11.080000	0.000000	11.080000%

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

23-Feb-2026

13. Place Of Completion

London, UK

Enquiries to:

THG PLC

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