

THG PLC

PDMR Shareholdings

THG PLC (the "**Company**") announces that it was notified on 13 August 2021 of: (a) the paying up and conversion of 98,673 existing E ordinary non-voting shares of £0.005 each in the capital of the Company into 98,673 ordinary voting shares of £0.005 each; (b) the subdivision and conversion of 750 D2 ordinary non-voting shares of £1 each in the capital of the Company into 139,107 ordinary voting shares of £0.005 each in the capital of the Company and 10,893 deferred non-voting shares of £0.005 each in the capital of the Company, each by Zillah Byng-Thorne, a Non-Executive Director of the Company, in connection with existing, vested share awards granted to Zillah Byng-Thorne pursuant to the Company's historical employee share incentive arrangements; and (c) the subsequent disposal of 237,780 ordinary voting shares of £0.005 each arising from the conversions.

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	Zillah Byng-Thorne
2.	Reason for the notification	
a)	Position / Status	Non-Executive Director
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	Ordinary voting shares of £0.005 each

	instrument Identification Code	ISIN: GB00BMTV7393
b)	Nature of the transaction	Acquisition of ordinary voting shares on the paying up and conversion of E ordinary non-voting shares of £0.005 each.
c)	Price(s) and volume(s)	Price(s): N/A Volume(s): 98,673
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	11 August 2021
f)	Place of transaction	Outside of a trading venue

1.	Details of the person discharging managerial responsibilities / persons closely associated with them	
a)	Name	Zillah Byng-Thorne
2.	Reason for the notification	
a)	Position / Status	Non-Executive Director
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) - Deferred 1 non-voting shares of £0.005 each
b)	Nature of the transaction	Acquisition of ordinary voting shares and deferred 1 non-voting shares on the subdivision and conversion of D2 ordinary non-voting shares of £1 each.

c)	Price(s) and volume(s)	Price(s): N/A Volume(s): - 139,107 ordinary voting shares of £0.005 each - 10,893 deferred 1 non-voting shares of £0.005 each
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	11 August 2021
f)	Place of transaction	Outside of a trading venue

1.	Details of the person discharging managerial responsibilities / persons closely associated with them	
a)	Name	Zillah Byng-Thorne
2.	Reason for the notification	
a)	Position / Status	Non-Executive Director
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	Disposal of ordinary voting shares
c)	Price(s) and volume(s)	Price(s): 587p Volume(s): 237,780
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	11 August 2021

f)	Place of transaction	Outside of a trading venue
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Enquiries to:

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