

**THG PLC**

**(the "Company")**

**Director/PDMR Shareholding**

**6 October 2021**

The Company has received notification that Zillah Byng-Thorne, a Non-Executive Director of the Company, has purchased 12,174 ordinary shares of £0.005 each in the capital of the Company at a price of 408 pence per ordinary share.

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   | Zillah Byng-Thorne  |
| <b>2.</b> | <b>Reason for the notification</b>   |   |
| a)        | Position / Status  | Non-Executive Director  |
| 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 voting shares of £0.005 each<br><br>ISIN: GB00BMTV7393 |
| b)        | Nature of the transaction  | Acquisition of ordinary voting shares                           |
| c)        | Price(s) and volume(s)   | Price(s): 408p<br><br>Volume(s): 12,174                         |

|    |                        |                              |
|----|------------------------|------------------------------|
| d) | Aggregated information | N/A - single transaction     |
| e) | Date of transaction    | 6 October 2021               |
| f) | Place of transaction   | London Stock Exchange (XLON) |

**Enquiries to:**

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