

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

**Director/PDMR Shareholding**

**5 November 2021**

The Company has received notification that: Zillah Byng-Thorne, a Non-Executive Director of the Company, has purchased 32,291 ordinary shares of £0.005 each in the capital of the Company at a price of £2.002 per ordinary share; and a person closely associated with Zillah Byng-Thorne has purchased 25,300 ordinary shares of £0.005 each in the capital of the Company at a price of £1.962 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  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): £2.002 Volume(s): 32,291
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	4 November 2021
f)	Place of transaction	London Stock Exchange (XLON)

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / persons closely associated with them</b>	
a)	Name	Max Thorne
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position / Status	Spouse and person closely associated with Zillah Byne Thorne, a 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  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): £1.962 Volume(s): 25,300
d)	Aggregated information	N/A - single transaction
e)	Date of transaction	4 November 2021
f)	Place of transaction	London Stock Exchange (XLON)

**Enquiries to:**

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