

26 June 2026

**THE PROPERTY FRANCHISE GROUP PLC**  
("TPFG", the "Company" or the "Group")

**Grant of Options**

The Property Franchise Group Plc (AIM:TPFG) the UK's largest multi-brand property franchisor announces that it has granted nominal cost options over 920,000 ordinary shares in the Company to certain executives and employees under the TPFG Share Option Plan.

These awards recognise the significant contribution made by the recipients in developing and delivering the Group's strategic objectives and are intended to align their interests with those of shareholders through long-term incentive arrangements.

Gareth Samples has served as Chief Executive Officer for over five years and has played a key role in the Group's growth and strategic development during that period. The Board believes that his continued leadership over the next three years will be important to the successful delivery of the Group's strategy. Reflecting this, Gareth has been granted an enhanced one-off award under the 2026 LTIP as opposed to a standard annual grant. The award covers performance over the three financial years ending 31 December 2028 and is intended to replace the awards that would ordinarily be granted under the 2027 and 2028 LTIP cycles. Accordingly, Mr Samples will not receive further LTIP awards in either 2027 or 2028.

All awards will be subject to two performance conditions: total shareholder return ("**TSR**") and adjusted basic earnings per share adjusted for exceptional income/costs, amortisation arising on consolidation and share-based payment charges ("**Adjusted EPS**") over the three years to 31 December 2028. Each performance condition will apply to 50% of the awards being made.

In respect of TSR, the award will be subject to absolute TSR growth of 15% to achieve threshold vesting (at which point 50% of this portion of the award will vest), rising to full vesting at 30% growth over the period.

In respect of Adjusted EPS, threshold vesting (50%) will be achieved on adjusted EPS growth of 15% over the performance period, rising on a straight-line basis to full vesting at 30% growth.

Straight-line vesting applies between the thresholds and all executive awards will be subject to a two-year post-exercise holding period, excluding any shares sold to meet tax liabilities on exercise. The maximum awards for the executives are stated below:

| Name           | Position                | Number of shares subject to awards |
|----------------|-------------------------|------------------------------------|
| Gareth Samples | Chief Executive Officer | 400,000                            |
| Ben Dodds      | Chief Financial Officer | 100,000                            |
| Michelle Brook | Executive Director      | 40,000                             |

Immediately prior to these awards the Company's issued share capital was 63,752,008 ordinary shares and it had outstanding awards granted under prior incentive schemes of 2,367,000 ordinary shares.

## PDMR Shareholdings

Further information is provided below in accordance with Article 19(3) of the UK Market Abuse Regulation No 596/2014:

| <b>1</b> | <b>Details of the person discharging managerial responsibilities / person closely associated</b>                                                                                                          |                                                                                                                                                                   |          |           |    |                         |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----|-------------------------|
| a)       | Name                                                                                                                                                                                                      | Gareth Samples                                                                                                                                                    |          |           |    |                         |
| <b>2</b> | <b>Reason for the notification</b>                                                                                                                                                                        |                                                                                                                                                                   |          |           |    |                         |
| a)       | Position/status                                                                                                                                                                                           | Chief Executive Officer                                                                                                                                           |          |           |    |                         |
| b)       | Initial notification /Amendment                                                                                                                                                                           | Initial                                                                                                                                                           |          |           |    |                         |
| <b>3</b> | <b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>                                                                                      |                                                                                                                                                                   |          |           |    |                         |
| a)       | Name                                                                                                                                                                                                      | The Property Franchise Group plc                                                                                                                                  |          |           |    |                         |
| b)       | LEI                                                                                                                                                                                                       | 2138008J5PTJ8C77I535                                                                                                                                              |          |           |    |                         |
| <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 shares of 1 penny each<br><br>ISIN: GB00BH0WFH67                                                                                                         |          |           |    |                         |
| b)       | Nature of the transaction                                                                                                                                                                                 | Grant of nil cost options                                                                                                                                         |          |           |    |                         |
| c)       | Price(s) and volume(s)                                                                                                                                                                                    | <table border="1"> <thead> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>1p</td><td>400,000 ordinary shares</td></tr> </tbody> </table> | Price(s) | Volume(s) | 1p | 400,000 ordinary shares |
| Price(s) | Volume(s)                                                                                                                                                                                                 |                                                                                                                                                                   |          |           |    |                         |
| 1p       | 400,000 ordinary shares                                                                                                                                                                                   |                                                                                                                                                                   |          |           |    |                         |
| d)       | Aggregated information<br><br>- Aggregated volume<br><br>- Price                                                                                                                                          | N/A - single transaction                                                                                                                                          |          |           |    |                         |
| e)       | Date of the transaction                                                                                                                                                                                   | 26 June 2026                                                                                                                                                      |          |           |    |                         |
| f)       | Place of the transaction                                                                                                                                                                                  | Outside a trading venue                                                                                                                                           |          |           |    |                         |

|          |                                                                                                  |
|----------|--------------------------------------------------------------------------------------------------|
| <b>1</b> | <b>Details of the person discharging managerial responsibilities / person closely associated</b> |
|----------|--------------------------------------------------------------------------------------------------|

|          |                                                                                                                                                                                                    |                                                                                                                 |  |          |           |    |                         |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|--|----------|-----------|----|-------------------------|
| a)       | Name                                                                                                                                                                                               | Ben Dodds                                                                                                       |  |          |           |    |                         |
| 2        | Reason for the notification                                                                                                                                                                        |                                                                                                                 |  |          |           |    |                         |
| a)       | Position/status                                                                                                                                                                                    | Chief Financial Officer                                                                                         |  |          |           |    |                         |
| b)       | Initial notification /Amendment                                                                                                                                                                    | Initial                                                                                                         |  |          |           |    |                         |
| 3        | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor                                                                                      |                                                                                                                 |  |          |           |    |                         |
| a)       | Name                                                                                                                                                                                               | The Property Franchise Group plc                                                                                |  |          |           |    |                         |
| b)       | LEI                                                                                                                                                                                                | 2138008J5PTJ8C77I535                                                                                            |  |          |           |    |                         |
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| Price(s) | Volume(s)                                                                                                                                                                                          |                                                                                                                 |  |          |           |    |                         |
| 1p       | 100,000 ordinary shares                                                                                                                                                                            |                                                                                                                 |  |          |           |    |                         |
| d)       | Aggregated information<br><br>- Aggregated volume<br><br>- Price                                                                                                                                   | N/A - single transaction                                                                                        |  |          |           |    |                         |
| e)       | Date of the transaction                                                                                                                                                                            | 26 June 2026                                                                                                    |  |          |           |    |                         |
| f)       | Place of the transaction                                                                                                                                                                           | Outside a trading venue                                                                                         |  |          |           |    |                         |

|          |                                                                                                                      |                    |
|----------|----------------------------------------------------------------------------------------------------------------------|--------------------|
| <b>1</b> | <b>Details of the person discharging managerial responsibilities / person closely associated</b>                     |                    |
| a)       | Name                                                                                                                 | Michelle Brook     |
| <b>2</b> | <b>Reason for the notification</b>                                                                                   |                    |
| a)       | Position/status                                                                                                      | Executive Director |
| b)       | Initial notification /Amendment                                                                                      | Initial            |
| <b>3</b> | <b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b> |                    |

|          |                                                                                                                                                                                                    |                                                                                                                |          |           |    |                        |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|----------|-----------|----|------------------------|
|          |                                                                                                                                                                                                    |                                                                                                                |          |           |    |                        |
| a)       | Name                                                                                                                                                                                               | The Property Franchise Group plc                                                                               |          |           |    |                        |
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| Price(s) | Volume(s)                                                                                                                                                                                          |                                                                                                                |          |           |    |                        |
| 1p       | 40,000 ordinary shares                                                                                                                                                                             |                                                                                                                |          |           |    |                        |
| d)       | Aggregated information<br><br>- Aggregated volume<br><br>- Price                                                                                                                                   | N/A - single transaction                                                                                       |          |           |    |                        |
| e)       | Date of the transaction                                                                                                                                                                            | 26 June 2026                                                                                                   |          |           |    |                        |
| f)       | Place of the transaction                                                                                                                                                                           | Outside a trading venue                                                                                        |          |           |    |                        |

**For further information, please contact:**

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**About The Property Franchise Group PLC:**

The Property Franchise Group PLC (AIM: TPFG) is the UK's largest multi-brand property franchisor, with a network of over 1,900 outlets delivering high quality services to residential clients, combined with an established Financial Services business.

The Company was founded in 1986 and has since strategically grown to a diverse portfolio of 18 brands operating throughout the UK, comprising longstanding high-street focused brands and two hybrid brands. The Property Franchise Group is also a member of two leading mortgage networks through its mortgage brokers, Brook Financial (MAB) and The Mortgage Genie (Primis).

TPFG's brands are: Belvoir, CJ Hole, Country Properties, Ellis & Co, EweMove, Fine & Country, Hunters, Lovelle, Martin & Co, Mr and Mrs Clarke, Mullucks, Newton Fallowell, Nicholas Humphreys, Northwood, Parkers, The Guild of Property Professionals and Whitegates.

Headquartered in Bournemouth, the Company was listed on AIM on the London Stock Exchange in 2013 and entered the AIM 100 in July 2024.

More information is available at [www.propertyfranchise.co.uk](http://www.propertyfranchise.co.uk)

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