

LEI: 894500LP94M98N8CY487

| <b>1</b>         | <b>Details of the person discharging managerial responsibilities / person closely associated</b>   |   |          |           |                  |         |
|------------------|--|---|----------|-----------|------------------|---------|
| a)               | Name   | Matthew Potter  |          |           |                  |         |
| <b>2</b>         | <b>Reason for the notification</b>   |   |          |           |                  |         |
| a)               | Position/status  | PDMR  |          |           |                  |         |
| 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   | Pollen Street Group Limited   |          |           |                  |         |
| b)               | LEI  | 894500LP94M98N8CY487  |          |           |                  |         |
| <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  | Ordinary shares<br>ISIN: GG00BMHG0H12   |          |           |                  |         |
| b)               | Nature of the transaction  | Sale of shares  |          |           |                  |         |
| c)               | Price(s) and volume(s)   | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 1,000,003.50</td> <td>182,150</td> </tr> </tbody> </table> | Price(s) | Volume(s) | GBP 1,000,003.50 | 182,150 |
| Price(s)         | Volume(s)  |   |          |           |                  |         |
| GBP 1,000,003.50 | 182,150  |   |          |           |                  |         |
| d)               | Aggregated information<br>- Aggregated volume<br>- Price   | N/A   |          |           |                  |         |
| e)               | Date of the transaction  | 19 February 2024  |          |           |                  |         |
| f)               | Place of the transaction   | Off exchange (XOFF).  |          |           |                  |         |