

COLEFAX GROUP PLC

(“Colefax”, the “Group” or the “Company”)

Director/PDMR Share Dealings

The transactions listed below are in connection with the tender offer announcement by the Company on 14 September 2021.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

The information contained in this notification is disclosed in accordance with the requirements of Article 19 of the Market Abuse Regulation.

1. Details of the person discharging managerial responsibilities/person closely associated	
a) Name	1. David Green
	2. Judy Green
	3. Robert Barker
	4. Julie Barker
	5. Key Hall
	6. Wendy Nicholls
2. Reason for the notification	
a) Position/status	1. Chairman and Chief Executive
	2. The notification concerns a PCA of David Green, Chairman and Chief Executive of the Company.
	3. Chief Financial Officer
	4. The notification concerns a PCA of Robert Barker, Chief Financial Officer of the Company.
	5. Chief Executive of Cowtan and Tout Inc

	6.	Managing Director Decorating Division																													
b) Initial notification / Amendment	Initial notification																														
3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor																															
a) Name	Colefax Group plc																														
b) LEI	213800MQYDGZB7DABZ12																														
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	Ordinary shares of 10 pence each in the capital of Colefax Group plc																														
b) Identification code	GB0002090453																														
c) Nature of the transaction	Sale of Ordinary Shares pursuant to the Company's tender offer																														
d) Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Name</th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>David Green</td> <td>615p</td> <td>199,161</td> </tr> <tr> <td>2.</td> <td>Judy Green</td> <td>615p</td> <td>48,832</td> </tr> <tr> <td>3.</td> <td>Robert Barker</td> <td>615p</td> <td>35,000</td> </tr> <tr> <td>4.</td> <td>Julie Barker</td> <td>615p</td> <td>35,000</td> </tr> <tr> <td>5.</td> <td>Key Hall</td> <td>615p</td> <td>29,742</td> </tr> <tr> <td>6.</td> <td>Wendy Nicholls</td> <td>615p</td> <td>11,250</td> </tr> </tbody> </table>				Name	Price(s)	Volume(s)	1.	David Green	615p	199,161	2.	Judy Green	615p	48,832	3.	Robert Barker	615p	35,000	4.	Julie Barker	615p	35,000	5.	Key Hall	615p	29,742	6.	Wendy Nicholls	615p	11,250
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e) Aggregated information: i. Aggregated volume ii. price	n/a (single transaction for each individual)																														
f) Date of the transaction	14 September 2021																														
g) Place of the transaction	London Stock Exchange, AIM																														