

Colefax Group Plc (the "Company")

Notification of Transactions of Director and Connected Persons

The Company was notified on 23 April 2021 of the following transfer of ordinary shares in the Company of 10 pence each ("Ordinary Shares"). Judy Green, wife of David Green, Chairman and Chief Executive of Colefax Group Plc, transferred a total of 550,000 shares to her two adult children and a total of 180,000 shares to her six grandchildren all for nil consideration. Following these transfers David Green and his wife Judy Green hold a combined total of 1,771,379 shares in Colefax Group Plc representing 19.63% of the issued share capital.

PDMR notification	
1. Details of the Restricted Person / person closely associated with him or her	
a) Name	Judy Green
2. Reason for the notification	
a. Position/status	Wife of David Green, Chairman and Chief Executive of Colefax Group Plc
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 ("Ordinary Shares")
b) Identification code	ISIN GB0002090453
c) Nature of the transaction	Transfer of Ordinary Shares
d) Price(s) and volume(s)	Price: nil consideration Volume: 730,000
e) Aggregated information:	
i. Aggregated volume	730,000
ii. Price	nil consideration
f) Date of the transaction	23 April 2021
g) Place of the transaction	London Stock Exchange

Enquiries:

Colefax Group plc

Robert Barker, Finance Director

Tel: 020 7318 6000

Peel Hunt LLP

Adrian Trimmings, Andrew Clark

Tel: 020 7418 8900

KTZ Communications

Katie Tzouliadis

Tel: 020 7418 8900