ME GROUP International Plc

Director/PDMR Shareholding

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ME Group International PLC
06 April 2023

6 April 2023

ME Group International PLC
(the "Company")

Notification of Transactions of Persons Discharging Managerial Responsibility (PDMRs)

The Company announces that on 4 April 2023 the following PDMRs were granted share options over the Company's ordinary shares of 0.5 pence each ("Ordinary Shares"), under the Company's Executive Share Option Scheme (2014) (the "Scheme").

Under the Scheme, Tania Crasnianski, an executive director, and Stéphane Gibon, Chief Financial Officer, were each granted an option over 100,000 and 150,000 Ordinary Shares respectively; in each case, the performance conditions attached to the options relate to 2025 earnings per share ("EPS") as follows:

		2023 awards
	Options exercisable to maximum percentage of salary	**EPS to 31 Oct 2025 (p)**
Pro-rata vesting between points	0%	Below 14.5
	Up to portion with an aggregate Exercise Price of no more than 25% of the Participant's Salary	**14.5**
	Up to portion with an aggregate Exercise Price of no more than 50% of the Participant's Salary	15
	Up to portion with an aggregate Exercise Price of no more than 75% of the Participant's Salary	15.5
	Up to portion with an aggregate Exercise Price of no more than 100% of the Participant's Salary	**16**
	Up to portion with an aggregate Exercise Price of no more than 125% of the Participant's Salary	16.5
	Up to portion with an aggregate Exercise Price of no more than 150% of the Participant's Salary	**17**

No consideration was paid for the grants. The number of options over Ordinary Shares was calculated using an Ordinary Share price of 126.7 pence per share which is also the applicable Exercise Price. The options will vest three years after the date of grant subject to continued service (save for good leavers) and the extent to which the performance conditions are met. Once exercisable, the options will ordinarily remain exercisable until the seventh anniversary of the date of grant.

The information below is provided in accordance with the requirements of Article 19(3) of the EU Market Abuse Regulation No 596/2014.

1	**Details of the person discharging managerial responsibilities / person closely associated**	
a)	Name	Tania Crasnianski
2	Reason for the notification	
a)	Position/status	Executive Director
b)	Initial notification /Amendment	Initial
3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	ME Group International PLC
b)	LEI	2138006YJ65EKBYYYX41
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 Identification code	Options over Ordinary shares of 0.5p each in the Company GB0008481250
b)	Nature of the transaction	Grant of options over Ordinary Shares in the Company under the Company's Executive Share Option Scheme 2014 with an associated exercise price per Ordinary Share of 126.7 pence. The options will vest three years after the date of grant subject to continued service (save for good leavers) and the extent to which performance conditions are met. Once exercisable the options will ordinarily remain exercisable until the seventh anniversary of the date of grant.
c)	Price(s) and volume(s)	Price per share: Nil cost; Volume(s): 100,000
d)	Aggregated information - Aggregated volume - Price	N/A - Single transaction
e)	Date of the transaction	4 April 2023
f)	Place of the transaction	Outside trading venue

1	**Details of the person discharging managerial responsibilities / person closely associated**	
a)	Name	Stéphane Gibon
2	**Reason for the notification**	
a)	Position/status	CFO and Person discharging managerial responsibilities
b)	Initial notification /Amendment	Initial
3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	ME Group International PLC
b)	LEI	2138006YJ65EKBYYYX41
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 Identification code	Options over Ordinary shares of 0.5p each in the Company GB0008481250
b)	Nature of the transaction	Grant of options over Ordinary Shares in the Company under the Company's Executive Share Option Scheme 2014 with an associated exercise price per Ordinary Share of 126.7 pence. The options will vest three years after the date of grant subject to continued service (save for good leavers) and the extent to which performance conditions are met. Once exercisable the options will ordinarily remain exercisable until the seventh anniversary of the date of grant.
c)	Price(s) and volume(s)	Price(s) per share: Nil cost Volume(s): 150,000
d)	Aggregated information - Aggregated volume - Price	N/A - Single transaction
e)	Date of the transaction	4 April 2023
f)	Place of the transaction	Outside of a trading venue

Enquiries:

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Stéphane Gibon, CFO

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Hudson Sandler
Wendy Baker / Nick Moore

NOTES TO EDITORS

ME Group International plc (LSE: MEGP) operates, sells and services a wide range of instant-service vending equipment, primarily aimed at the consumer market.

The Group operates vending units across 20 countries and its technological innovation is focused on four principal areas:

- Photo.ME - Photobooths and integrated biometric identification solutions
- Wash.ME - Unattended laundry services and launderettes
- Print.ME - High-quality digital printing kiosks
- Feed.ME - Vending equipment for the food service market

The Group entered the self-service fresh fruit juice equipment market in April 2019, with the acquisition of Sempa, and the acquisition of SGER (Resto'clock) in June 2021, a French Pizza vending equipment company for the self-service food equipment market. Feed.ME will become a key business area - alongside photobooths and identification (Photo.ME), laundry (Wash.ME), and printing kiosks (Print.ME) - and is a significant part of the Group's future growth strategy.

In addition, the Group operates other vending equipment such as children's rides, amusement machines, and business service equipment.

Whilst the Group both sells and services this equipment, the majority of units are owned, operated and maintained by ME Group International plc. The Group pays the site owner a commission based on turnover, which varies depending on the country, location and type of the machine.

The Group has built long-term relationships with major site owners and its equipment is generally sited in prime locations in areas of high footfall such as supermarkets, shopping malls (indoors and outdoors), public transport hubs, and administration buildings (City Halls, Police etc.). Equipment is maintained and serviced by an established network of 650 field engineers.

In August 2022, the Group changed its name from Photo-Me International plc to ME Group International plc to better reflect the Group's diversification focus and business strategy.

ME Group's shares have been listed on the London Stock Exchange since 1962.

For further information: www.me-group.com

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