

CONDUCT PDMR Notification reference 00277174

1 - Details of the person discharging managerial responsibilities / person closely associated

Must complete either for a natural person or a legal person. If completing for a legal person, please include the legal form as provided for in the register where it is incorporated, if applicable.

Name of natural person

Sergey Lomakin

Legal person

2 - Reason for the notification

For persons discharging managerial responsibilities:

- The position occupied within the issuer or emission allowance market participant should be indicated e.g. CEO. CFO.

For persons closely associated with:

- An indication that the notification concerns a person closely associated with a person discharging managerial responsibilities;
- Name and position of the relevant person discharging managerial responsibilities

Position/status Chairman of the Board

Initial notification/amendment Initial Notification

3 - Details of the issuer or emission allowance market participant

Full name of the entity Fix Price Group PLC

Legal Entity Identifier code 549300EXJV1RPGZNH608

In accordance with ISO 17442 LEI code.

4 - Details of the transaction(s)

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

Transaction(s) summary table

Date Of Transaction	Financial Instrument	Identification Code	Place Of Transaction		Currency	
2022-12-02	Ordinary Shares	N/A	Privately negotiated transaction		RUB - Russian Ruble	
Nature Of Transaction: Disposition by Sergey Lomakin of 50% of Eristelon Holdings Limited ("Eristelon") to Luncor Overseas S.A. ("Luncor"), as a result of which Sergey Lomakin ceased to hold any shares in Eristelon and Luncor became a 100% owner of Eristelon and an indirect owner of 1,373,600 ordinary shares in the issuer (previously, each of Mr. Lomakin and Luncor owned 50% of Eristelon and each was an indirect owner of 686,800 ordinary shares of the issuer)				Price	Volume	Total
				0.00	686800	0.00
			Aggregated	0.00	686800	0.00