

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

Legal person

Luncor Overseas S.A.

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

Khachatryan (member of the Board)

Notification concerns a PCA with Artem

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		
2023-12-29	Ordinary Shares	N/A	private transaction	USD - United States Dollar		
Nature Of Transaction:						
Disposal of shares to Barcensia Enterprises Ltd (100% owned by Dmitry Kirsanov, CEO and member of the Board)				Price	Volume	Total
				2.94	8500000	25000000.00
			Aggregated	2.941	8500000	25000000.00
Date Of Transaction	Financial Instrument	Identification Code	Place Of Transaction	Currency		
2023-12-29	Ordinary Shares	N/A	private transaction	USD - United States Dollar		
Nature Of Transaction:						
Disposal of shares to LF Group DMCC (100% owned by Sergey Lomakin, Chairman of the Board)				Price	Volume	Total
				3.41	290514256	990000000.00
			Aggregated	3.408	290514256	990000000.00