

**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**

LF Group DMCC

**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**

Lomakin (Chairman of the Board)

Notification concerns a PCA with Sergey

**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		
<b>Nature Of Transaction:</b>						
Acquisition of shares from Luncor Overseas S.A. (100% owned by Artem Khachatryan, member of the Board)				<b>Price</b>	<b>Volume</b>	<b>Total</b>
				3.41	290514256	990000000.00
			<b>Aggregated</b>	<b>3.408</b>	<b>290514256</b>	<b>990000000.00</b>