

CONDUCT PDMR Notification reference 00277173

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 Tra	Place Of Transaction		Currency	
2022-12-02	Ordinary Shares	N/A	Privately nego transaction	Privately negotiated transaction		RUB - Russian Ruble	
Nature Of Transaction: Acquisition by Luncor Overseas S.A. ("Luncor") from Sergey Lomakin of 50% of Eristelon Holdings Limited ("Eristelon"), as a result of which Luncor became a 100% owner of Eristelon and an indirect owner of 1,373,600				Price	Volume	Total	
				0.00	686800	0.00	
				0.00	686800	0.00	
ordinary shares		ncor owned 50% of Eristelor	n				