

Rentokil Initial plc (the Company)

The Company hereby announces that David Frear, Non-Executive Director, purchased 500 American Depositary Shares (ADSs) in the Company at a price of US\$33.05 per ADS on 17 March 2023. Each ADS is equivalent to five of the Company's ordinary shares of one pence each.

The notification set out below is provided in accordance with the requirements of Article 19 of the EU Market Abuse Regulation (as it forms part of UK law pursuant to the European Union (Withdrawal) Act 2018).

| | | | | | | |
|----------|---|--|----------|-----------|---------|-----|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
| a) | Name | David Frear | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Non-Executive Director | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Rentokil Initial plc | | | | |
| b) | LEI | 549300VN4WV7Z6T14K68 | | | | |
| 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 | Rentokil Initial plc American Depositary Shares CUSIP: 760125104 | | | | |
| b) | Nature of the transaction | Purchase of American Depositary Shares | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>\$33.05</td><td>500</td></tr></table> | Price(s) | Volume(s) | \$33.05 | 500 |
| Price(s) | Volume(s) | | | | | |
| \$33.05 | 500 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 500 \$16,525.00 | | | | |
| e) | Date of the transaction | 17 March 2023 | | | | |
| f) | Place of the transaction | New York Stock Exchange | | | | |

Enquiries:

Catherine Stead, Company Secretary

Rentokil Initial plc

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