

30 May 2023

SAGA PLC ("THE COMPANY") - DIRECTOR/PDMR SHAREHOLDING

Pursuant to the notification obligations under Article 19 of the Market Abuse Regulation, the Company hereby notifies the following changes in the interests of directors and persons discharging managerial responsibility ("PDMRs") in Ordinary Shares of 15 pence each in the Company ("Shares").

Deferred Bonus Plan ("DBP")

On 26 May 2023, the Company granted awards (in the form of nil-cost options) over Shares under the DBP as set out in column 3 of the below table. The number of Shares has been determined by reference to the price of a Share on Thursday 25th May 2023 (111.0 pence per Share). The DBP award represents the portion of each individual's annual bonus for 2022/23 that they are required to defer into shares. The shares are subject to a three-year holding period (26 May 2023 to 25 May 2026).

1. Name	2. Status	3. No of Shares
Euan Sutherland	Director/PDMR	115,792
James Quin	Director/PDMR	60,073
Steve Kingshott	Director/PDMR	41,015

1	Details of the person discharging managerial responsibilities/person closely associated									
a)	Name	1. Euan Sutherland 2. James Quin 3. Steve Kingshott								
2	Reason for the notification									
a)	Position/status	1. Director, Group Chief Executive Officer 2. Director, Group Chief Financial Officer 3. Director, Saga Insurance CEO								
b)	Initial notification /Amendment	Initial notification								
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor									
a)	Name	Saga plc								
b)	LEI	2138004WWUJN94K2LH95								
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	Ordinary shares of 15 pence								
	Identification code	GB00BMX64W89								
b)	Nature of the transaction	Awards made pursuant to the Saga plc Deferred Bonus Plan.								
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1. £nil</td> <td>1. 115,792</td> </tr> <tr> <td>2. £nil</td> <td>2. 60,073</td> </tr> <tr> <td>3. £nil</td> <td>3. 41,015</td> </tr> </tbody> </table>	Price(s)	Volume(s)	1. £nil	1. 115,792	2. £nil	2. 60,073	3. £nil	3. 41,015
Price(s)	Volume(s)									
1. £nil	1. 115,792									
2. £nil	2. 60,073									
3. £nil	3. 41,015									
d)	Aggregated information - Aggregated volume - Price	n/a								
e)	Date of the transaction	26 May 2023								
f)	Place of the transaction	Outside of trading venue								

Enquiries

Saga plc

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