

AJ Bell plc
("AJ Bell" or the "Company")

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

AJ Bell announces that on 14 May 2024 it was notified of the following transactions (**Transactions**) which took place on 13 May 2024:

- (1) that each person discharging managerial responsibilities (**PDMR**) in AJ Bell who is named in column (1) of the below table purchased the number of ordinary shares of £0.000125 each (**Ordinary Shares**) in the issued share capital of AJ Bell set alongside their respective names in column (2) of the below table under the Company's Buy As You Earn scheme (**BAYE**) at a price of £3.56 per Ordinary Share.

(1)	(2)
PDMR	Number of Ordinary Shares acquired
Roger Stott	42
Mo Tagari	42
Liz Carrington	42
Billy Mackay	42
Karen Goodman	42
Kina Sinclair	42
Charlie Musson	42

- (2) that Nick Carrington, who is a person closely associated (**PCA**) with Liz Carrington, a PDMR, purchased 42 Ordinary Shares (**Ordinary Shares**) under the BAYE at a price of £3.56 per Ordinary Share.

- (3) Following completion of the above Transactions, each PDMR who is named in column (1) of the below table is interested in the number of Ordinary Shares in AJ Bell and percentage of AJ Bell's issued share capital set alongside their respective names in columns (2) and (3) of the below table.

(1)	(2)	(3)
PDMR	Number of Ordinary Shares in which interested	% of issued share capital
Roger Stott	257,594	0.062
Mo Tagari	117,373	0.028
Liz Carrington	605,981	0.147
Billy Mackay	1,525,264	0.369
Karen Goodman	961	0.000
Kina Sinclair	10,800	0.003
Charlie Musson	338,080	0.082

The notifications below, made in accordance with the requirements of the UK Market Abuse Regulation, provide further details.

ENQUIRIES

AJ Bell

Olubunmi Likinyo, Company Secretary

+44 (0) 784 242 5845

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Roger Stott
2	Reason for the notification	
a)	Position/status	Chief Operating Officer/PDMR
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	AJ Bell plc
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36
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	Ordinary shares of £0.000125 each GB00BFZNLB60
b)	Nature of the transaction	Purchase of shares under BAYE
c)	Currency	GBP
d)	Price(s) and volume(s)	Price(s) 3.56
		Volume(s) 42
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction
f)	Date of the transaction	13 May 2024
g)	Place of the transaction	London Stock Exchange

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Mohamed Tagari
2	Reason for the notification	
a)	Position/status	Chief Technology Officer/PDMR
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	AJ Bell plc
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36
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	Ordinary shares of £0.000125 each GB00BFZNLB60

	Identification code	GB00BFZNLB00	
b)	Nature of the transaction	Purchase of shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		3.56	42
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	13 May 2024	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Elizabeth Carrington	
2	Reason for the notification		
a)	Position/status	HR Director/PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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 £0.000125 each	
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		3.56	42
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	13 May 2024	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Billy Mackay	
2	Reason for the notification		
a)	Position/status	Advised Managing Director/PDMR	

a)	Position/status	Noticed Managing Director/ Director	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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	Ordinary shares of £0.000125 each GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		3.56	42
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	13 May 2024	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Karen Goodman	
2	Reason for the notification		
a)	Position/status	Chief Risk Officer/PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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	Ordinary shares of £0.000125 each GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		3.56	42
e)	Aggregated information		

	- Aggregated volume - Price - Aggregated total	N/A single transaction
f)	Date of the transaction	13 May 2024
g)	Place of the transaction	London Stock Exchange

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Kina Sinclair
2	Reason for the notification	
a)	Position/status	Group Legal Services Director/PDMR
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	AJ Bell plc
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36
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	Ordinary shares of £0.000125 each GB00BFZNLB60
b)	Nature of the transaction	Purchase of shares under BAYE
c)	Currency	GBP
d)	Price(s) and volume(s)	Price(s) 3.56
		Volume(s) 42
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction
f)	Date of the transaction	13 May 2024
g)	Place of the transaction	London Stock Exchange

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Charles Musson
2	Reason for the notification	
a)	Position/status	Acting D2C Managing Director/PDMR
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	AJ Bell plc
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36
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	Ordinary shares of £0.000125 each GB00BFZNLB60
b)	Nature of the transaction	Purchase of shares under BAYE
c)	Currency	GBP
d)	Price(s) and volume(s)	Price(s)
		Volume(s)
		3.56
		42
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction
f)	Date of the transaction	13 May 2024
g)	Place of the transaction	London Stock Exchange

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Nicholas Carrington
2	Reason for the notification	
a)	Position/status	PCA with Elizabeth Carrington, HR Director/PDMR
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	AJ Bell plc
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36
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	Ordinary shares of £0.000125 each GB00BFZNLB60
b)	Nature of the transaction	Purchase of shares under BAYE
c)	Currency	GBP
d)	Price(s) and volume(s)	Price(s)
		Volume(s)
		3.56
		42
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction
f)	Date of the transaction	13 May 2024
g)	Place of the transaction	London Stock Exchange

Name of officer of issuer responsible for making notification: Olubunmi Likinyo (**Company Secretary**)

Date of notification: 15 May 2024

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