

9 July 2024

**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**).

**Grant of Awards under the Saga plc Restricted Share Plan (RSP)**

On 8 July 2024, the Company granted awards (in the form of nil-cost options) over Shares under the Saga plc RSP as set out in column 3 of the below table.

| 1. Name         | 2. Status     | 3. No of Shares |
|-----------------|---------------|-----------------|
| Mike Hazell     | Director/PDMR | 430,879         |
| Mark Watkins    | Director/PDMR | 228,904         |
| Steve Kingshott | Director/PDMR | 221,903         |

No consideration was paid for the grant of the RSP Awards which are structured as nil cost options. The number of Shares granted under each RSP award has been determined by reference to the price of a Share on Friday 5 July 2024 (111.4 pence per Share).

The normal vesting date of the RSP Awards will be 8 July 2027, being the third anniversary of the award date. Once vested, the RSP Awards will normally be exercisable until the day before the tenth anniversary of the award date. The RSP Awards are subject to a two-year holding period commencing on vesting.

The RSP Awards will ordinarily vest after three years subject to the grantee's continued service and a discretionary underpin that allows the Remuneration Committee to make adjustments to the level of vesting if the Committee believes due to business performance, individual performance or wider Company considerations that the vesting should be adjusted. This will include consideration of all relevant factors, including any windfall gains.

|    |   |   |            |
|----|---|---|------------|
| 1  | Details of the person discharging managerial responsibilities/person closely associated   |   |            |
| a) | Name  | 1. Mike Hazell<br>2. Mark Watkins<br>3. Steve Kingshott   |            |
| 2  | Reason for the notification   |   |            |
| a) | Position/status   | 1. Director, Group Chief Executive Officer<br>2. Director, Group Chief Financial Officer<br>3. Director, CEO of Insurance |            |
| 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 Restricted Share Plan.   |            |
| c) | Price(s) and volume(s)  | Price(s)  | Volume(s)  |
|    |   | 1. £nil   | 1. 430,879 |
|    |   | 2. £nil   | 2. 228,904 |
|    |   | 3. £nil   | 3. 221,903 |
| d) | Aggregated information  |   |            |

|    |                                |                          |
|----|--------------------------------|--------------------------|
|    | - Aggregated volume<br>- Price | n/a                      |
| e) | Date of the transaction        | 8 July 2024              |
| f) | Place of the transaction       | Outside of trading venue |

#### Enquiries

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