RNS Number: 2681W

AJ Bell PLC 12 July 2024

## 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 12 July 2024, it was notified of the following transactions (**Transactions**) which took place on 11 July 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 table under the Company's Buy As You Earn scheme (BAYE) at a price of £3.889685 per Ordinary Share.

(1)	(2)
PDMR	Number of Ordinary Shares acquired
Roger Stott	39
Mo Tagari	39
Liz Carrington	39
Billy Mackay	39
Karen Goodman	39
Kina Sinclair	39
Charlie Musson	39

- (2) that Nick Carrington, who is a person closely associated (**PCA**) with Liz Carrington, a PDMR, purchased 39 Ordinary Shares (**Ordinary Shares**) under the BAYE at a price of £3.889685 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 table.

(1)	(2)	(3)
PDMR	Number of Ordinary Shares in which interested	% of issued share capital
Roger Stott	257,672	0.062
Mo Tagari	112,488	0.027
Liz Carrington	606,137	0.147
Billy Mackay	1,474,460	0.357
Karen Goodman	1,040	0.000
Kina Sinclair	10,878	0.003
Charlie Musson	338,158	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

1	Details of the person d	lischarging managerial res	ponsibilities/person closely associated
a)	Name	Roger Stott	
2	Reason for the notifica	ition	
a)	Position/status	Chief Operating Officer/PDN	/IR
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issue auctioneer or auction		narket participant, auction platform,
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	3
4	Details of the transact each type of transacti been conducted	tion(s): section to be repeated for (i) each type of instrument; (ii) on; (iii) each date; and (iv) each place where transactions have	
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.00012	25 each
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under E	AYE
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£3.889685	39
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction	,
f)	Date of the transaction	11 July 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 pic	
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		
l	Idantifaction ands	CRUDEZNI BEU	

	identification code	GDUUDFZINLDUU	
b)	Nature of the transaction	Purchase of shares under E	BAYE
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£3.889685	39
e)	Aggregated information		-
	- Aggregated volume	N/A single transaction	
	- Price		
	- Aggregated total		
f)	Date of the transaction	11 July 2024	
g)	Place of the transaction	London Stock Exchange	
_	Dataile afthe manner of		
1	Details of the person of	iscnarging managerial res	sponsibilities/person closely associated
a)	Name	Elizabeth Carrington	

Details of the person discharging managerial responsibilities/person closely associated		
Elizabeth Carrington		
tification		
nt, auction platform,		
ion(s): section to be repeated for (i) each type of instrument; (ii) on; (iii) each date; and (iv) each place where transactions have		
Purchase of shares under BAYE		
39		
11 July 2024		
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
b)	Initial notification	Initial Notification

/Amendment	mada rodiioddori		
		narket participant, auction platform,	
Name	AJ Bell plc		
Legal Entity Identifier	213800VNKA7DPWXWJJ36	3	
		ion(s): section to be repeated for (i) each type of instrument; (ii) on; (iii) each date; and (iv) each place where transactions have	
Description of the financial instrument, type of instrument	Ordinary shares of £0.000125 each		
Identification code	GB00BFZNLB60		
Nature of the transaction	Purchase of shares under BAYE		
Currency	GBP		
Price(s) and volume(s)	Price(s)	Volume(s)	
	£3.889685	39	
Aggregated information - Aggregated volume - Price - Aggregated total	WA single transaction		
Date of the transaction	11 July 2024		
Place of the	London Stock Exchange		
	Details of the issue auctioneer or auction in Name  Legal Entity Identifier  Details of the transact each type of transaction been conducted  Description of the financial instrument, type of instrument Identification code  Nature of the transaction  Currency  Price(s) and volume(s)  Aggregated information  - Aggregated volume  - Price  - Aggregated total	Details of the issuer, emission allowance rauctioneer or auction monitor  Name AJ Bell plc  Legal Entity Identifier 213800VNKA7DPWXWJJ36  Details of the transaction(s): section to be repeared type of transaction; (iii) each date; and (in been conducted)  Description of the financial instrument, type of instrument  Identification code GB00BFZNLB60  Nature of the transaction Purchase of shares under Etransaction  Currency GBP  Price(s) and volume(s) Price(s)  £3.889685  Aggregated information  - Aggregated volume  - Price  - Aggregated total	

a)	Name	Karen Goodman	
2	Reason for the notification	tion	
a)	Position/status	Chief Risk Officer/PDMR	
0)	Initial notification /Amendment	Initial Notification	
3	Details of the issue auctioneer or auction	er, emission allowance market participant, auction platform monitor	
a)	Name	AJ Bell plc	
o)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
•			
-	each type of transact been conducted  Description of the financial instrument,		
<b>4</b> a)	each type of transact been conducted  Description of the	tion; (iii) each date; and (iv) each place where transactions have	
a)	each type of transact been conducted  Description of the financial instrument, type of instrument	Ordinary shares of £0.000125 each  GB00BFZNLB60	
a) D)	each type of transact been conducted  Description of the financial instrument, type of instrument  Identification code  Nature of the	GB00BFZNLB60	
-	each type of transact been conducted  Description of the financial instrument, type of instrument Identification code  Nature of the transaction	Ordinary shares of £0.000125 each  GB00BFZNLB60  Purchase of shares under BAYE	
)	each type of transact been conducted  Description of the financial instrument, type of instrument  Identification code  Nature of the transaction  Currency	Ordinary shares of £0.000125 each  GB00BFZNLB60  Purchase of shares under BAYE  GBP	
)	each type of transact been conducted  Description of the financial instrument, type of instrument  Identification code  Nature of the transaction  Currency	Ordinary shares of £0.000125 each  GB00BFZNLB60  Purchase of shares under BAYE  GBP  Price(s)  Volume(s)	
))) ;)	each type of transact been conducted  Description of the financial instrument, type of instrument Identification code  Nature of the transaction  Currency  Price(s) and volume(s)	Ordinary shares of £0.000125 each  GB00BFZNLB60  Purchase of shares under BAYE  GBP  Price(s)  Volume(s)	

	- Aggregated total	
f)	Date of the transaction	11 July 2024
g)	Place of the transaction	London Stock Exchange

1	Details of the person d	ischarging managerial resp	consibilities/person closely associated
a)	Name	Kina Sinclair	
2	Reason for the notification		
a)	Position/status	Group Legal Services Direct	or/PDMR
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issue auctioneer or auction		narket participant, auction platform,
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)
		£3.889685	39
e)	Aggregated information		
	- Aggregated volume	N/A single transaction	
	- Price		
	- Aggregated total		
f)	Date of the transaction	11 July 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	GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£3.889685	39
e)	Aggregated information		
	- Aggregated volume	N/A single transaction	
	- Price		
	- Aggregated total		
f)	Date of the transaction	11 July 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 notifica	rtion			
a)	Position/status	PCA with Elizabeth Carrington, HR Director/PDMR			
b)	Initial notification /Amendment	Initial Notification			
3	Details of the issue auctioneer or auction	r, emission allowance market participant, auction platform, monitor			
a)	Name	AJ Bell plc			
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36			
4	Details of the transact each type of transacti been conducted	ion(s): section to be repeated for (i) each type of instrument; (ii) on; (iii) each date; and (iv) each place where transactions have			
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)		
		£3.889685	39		
e)	Aggregated information				
	- Aggregated volume	N/A single transaction			
	- Price				
	- Aggregated total				
f)	Date of the transaction	11 July 2024			
g)	Place of the transaction	London Stock Exchange			
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Name of officer of issuer responsible for making notification: Olubunmi Likinyo (Company Secretary)

Date of notification: 12 July 2024

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