

**AJ Bell plc**  
**("AJ Bell" or the "Company")**  
**Director/PDMR Transactions - Initial Notification**

The Company announces that Julie Chakraverty, a Non-Executive Director and a person discharging managerial responsibility (**PDMR**) in the Company, purchased 17,385 ordinary shares of £0.000125 each in the Company (**Ordinary Shares**) for £4.31394 per Ordinary Share on 26 July 2024.

Following the above transaction, the number of Ordinary Shares in which Julie has an interest is 17,385 Ordinary Shares, which represents approximately 0.004% of the issued share capital.

This announcement, including the notification below, is made in accordance with the requirements of the UK Market Abuse Regulation.

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

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Julie Chakraverty	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Non-Executive Director/PDMR	
b)	Initial notification /Amendment	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPW/XWJJ36	
<b>4</b>	<b>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</b>		
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 Ordinary Shares	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		4.31394	17,385
e)	Aggregated information	N/A single transaction	
	- Aggregated volume		
	- Aggregated Price		
f)	Date of the transaction	26 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: 26 July 2024

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