

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

The Company announces that Billy Mackay, the Advised Managing Director and a person discharging managerial responsibility (**PDMR**) in the Company, sold 44,586 ordinary shares of £0.000125 each in the Company (**Ordinary Shares**) via his AJ Bell dealing account for £4.48583 per Ordinary Share on 29 July 2024.

Following the above transaction, the number of Ordinary Shares in which Billy Mackay has an interest is 1,429,874 Ordinary Shares, which represents approximately 0.346% 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

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	William Mackay	
2	Reason for the notification		
a)	Position/status	Advised 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	213800VNKA7DPW/XWJJ36	
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 Ordinary Shares	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		4.48583	44,586
e)	Aggregated information	N/A single transaction	
	- Aggregated volume		
	- Aggregated Price		
f)	Date of the transaction	29 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: 30 July 2024

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