

**NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND
PERSONS CLOSELY ASSOCIATED**

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Ian King
2	Reason for the notification	
a)	Position/status	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	Senior plc
b)	LEI	5493002HQHW/N5JQHKQ51
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 10 pence Shares GB0007958233
b)	Nature of the transaction	Share Purchase
c)	Price(s) and volume(s)	Purchase of 100,000 Ordinary 10 pence Shares at an average price of £1.5835 per Share. Following this transaction, Ian King, Chairman, holds 914,297 Shares in the Company.
d)	Aggregated information - Aggregated volume - Price	See 4 c) above
e)	Date of the transaction	9 August 2024
f)	Place of the transaction	London Stock Exchange

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