

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 13 August 2024, it was notified of the following transactions (**Transactions**) which took place on 12 August 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 £4.295 per Ordinary Share.

(1)	(2)
PDMR	Number of Ordinary Shares acquired
Roger Stott	35
Mo Tagari	35
Liz Carrington	35
Billy Mackay	35
Karen Goodman	35
Kina Sinclair	35
Charlie Musson	35

- (2) that Nick Carrington, who is a person closely associated (**PCA**) with Liz Carrington, a PDMR, purchased 35 Ordinary Shares (**Ordinary Shares**) under the BAYE at a price of £4.295 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	576,137	0.139
Billy Mackay	1,429,874	0.346
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

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a)	Name	Roger Stott	
2	Reason for the notification		
a)	Position/status	Chief Operating 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 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	Ordinary shares of £0.000125 each GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		4.295	35
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction	
f)	Date of the transaction	12 August 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 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	Ordinary shares of £0.000125 each GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under BAYE	

	transaction		
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		4.295	35
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	12 August 2024	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Elizabeth Carrington	
2	Reason for the notification		
a)	Position/status	HR 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	213800VNKA7DPWXXJJ36	
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)
		4.295	35
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	12 August 2024	
g)	Place of the transaction	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 /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	Ordinary shares of £0.000125 each GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		4.295	35
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	12 August 2024	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Karen Goodman	
2	Reason for the notification		
a)	Position/status	Chief Risk 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 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	Ordinary shares of £0.000125 each GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		4.295	35
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	

f)	Date of the transaction	12 August 2024
g)	Place of the transaction	London Stock Exchange

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Kina Sinclair
2	Reason for the notification	
a)	Position/status	Group Legal Services 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	Ordinary shares of £0.000125 each GB00BFZNLB60
b)	Nature of the transaction	Purchase of shares under BAYE
c)	Currency	GBP
d)	Price(s) and volume(s)	Price(s) 4.295
		Volume(s) 35
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction
f)	Date of the transaction	12 August 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	Ordinary shares of £0.000125 each GB00BFZNLB60

	Notification Code	-----	
b)	Nature of the transaction	Purchase of shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		4.295	35
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	12 August 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 notification		
a)	Position/status	PCA with Elizabeth Carrington, HR 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	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)
		4.295	35
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	12 August 2024	
g)	Place of the transaction	London Stock Exchange	

Name of officer of issuer responsible for making notification: Olunmi Likinyo (**Company Secretary**)

Date of notification: 14 August 2024

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