

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

The Company announces that it was notified on 20 August 2024, that:

- a) Les Platts, Non-Executive Director and a person discharging managerial responsibility (**PDMR**) in the Company, has in order to effect a "Bed and ISA" transaction, sold 4,450 ordinary shares of £0.000125 each in the Company (**Ordinary Shares**) at a price of £4.495 per Ordinary Share via his AJ Bell Dealing Account (**AJ Bell Dealing Account**) and then purchased 4,450 Ordinary Shares at a price of £4.495 per Ordinary Share into his AJ Bell Individual Savings Account (**AJ Bell ISA**); and
- b) Elisabeth Platts, a person closely associated (**PCA**) with Les Platts, has in order to effect a "Bed and ISA" transaction, sold 4,450 Ordinary Shares at a price of £4.495 per Ordinary Share via her AJ Bell Dealing Account and then repurchased 4,450 Ordinary Shares at a price of £4.495 per Ordinary Share into her AJ Bell ISA.

The above transactions took place on 19 August 2024.

Following the transactions, there has been no change in the number of Ordinary Shares in which Les Platts has an interest, being 310,447 Ordinary Shares which represents 0.075% of the issued share capital of the Company.

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	Leslie Platts
<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	213800VNKA7DPWXWJJ36
<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	Sale of Ordinary Shares
c)	Currency	GBP
d)	Price(s) and volume(s)	Price(s)                      Volume(s)
		£4.495                                      4,450
e)	Aggregated information	N/A single transaction
	- Aggregated volume	
	- Price	

	- Aggregated total	
f)	Date of the transaction	19 August 2024
g)	Place of the transaction	London Stock Exchange

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name	Leslie Platts				
<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	213800VNKA7DPWXWJJ36				
<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 Identification code	Ordinary shares of £0.000125 each  GB00BFZNLB60				
b)	Nature of the transaction	Purchase of Ordinary Shares via AJ Bell ISA				
c)	Currency	GBP				
d)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£4.495</td> <td>4,450</td> </tr> </table>	Price(s)	Volume(s)	£4.495	4,450
Price(s)	Volume(s)					
£4.495	4,450					
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction				
f)	Date of the transaction	19 August 2024				
g)	Place of the transaction	London Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Elisabeth Platts
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	PCA with Leslie Platts, 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	213800VNKA7DPWXWJJ36
<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	Ordinary shares of £0.000125 each

	financial instrument, type of instrument		
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.495	4,450
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	19 August 2024	
g)	Place of the transaction	London Stock Exchange	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Elisabeth Platts	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	PCA with Leslie Platts, 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	213800VNKA7DPWXWJJ36	
<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 via AJ Bell ISA	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.495	4,450
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	19 August 2024	
g)	Place of the transaction	London Stock Exchange	

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

Date of notification: 21 August 2024

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