



**Hargreaves Lansdown plc ("the Company")
Director/PDMR/PCA Transaction - Initial Notification**

The Company announces that Shawn Gamble a person discharging managerial responsibility in the Company has exercised an option under the Deferred Performance Bonus Plan 2021 of 4,093 ordinary shares of 0.4p each ("Ordinary Shares"). Shawn Gamble then immediately disposed of 1,925 Ordinary Shares acquired under the exercise in order to meet the taxation arising on the exercise. The exercise and disposal took place on Wednesday 21 August 2024. Following this transaction, the beneficial holding of Shawn Gamble (including her connected persons) in the Company has increased.

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	SHAWN GAMBLE				
2	Reason for the notification					
a)	Position/status	PDMR				
b)	Initial notification /Amendment	INITIAL NOTIFICATION				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	HARGREAVES LANSDOWN PLC				
b)	LEI	2138008ZCE93ZDSESG90				
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 GB00B1VZ0M25				
b)	Nature of the transaction	EXERCISE OF OPTIONS UNDER THE DEFERRED PERFORMANCE BONUS PLAN 2021				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil value</td> <td>4,093</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Nil value	4,093
Price(s)	Volume(s)					
Nil value	4,093					
d)	Aggregated information - Aggregated volume - Price	Exercise of option over 4,093 ordinary shares at nil cost per ordinary share				

e)	Date of the transaction	21 August 2024
f)	Place of the transaction	OUTSIDE A TRADING VENUE

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	SHAWN GAMBLE				
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a)	Position/status	PDMR				
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a)	Description of the financial instrument, type of instrument Identification code	ORDINARY SHARES GB00B1VZ0M25				
b)	Nature of the transaction	SALE OF SHARES ACQUIRED UNDER THE DEFERRED PERFORMANCE BONUS PLAN 2021 TO COVER TAX				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP£10.99</td> <td>1,925</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP£10.99	1,925
Price(s)	Volume(s)					
GBP£10.99	1,925					
d)	Aggregated information - Aggregated volume - Price	Sale of 1,925 ordinary shares at a price of £10.99 per ordinary share				
e)	Date of the transaction	21 August 2024				
f)	Place of the transaction	LONDON STOCK EXCHANGE				

The Company announces that Shawn Gamble a person discharging managerial responsibility in the Company has exercised an option under the Sustained Performance Plan II 2021 of 11,152 ordinary shares of 0.4p each ("Ordinary Shares"). Shawn Gamble then immediately disposed of 5,139 Ordinary Shares acquired under the exercise in order to meet the taxation arising on the exercise. The exercise and disposal took place on Wednesday 21 August 2024. Following this transaction, the beneficial holding of Shawn Gamble (including her connected persons) in the Company has increased.

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

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a)	Description of the financial instrument, type of instrument Identification code	ORDINARY SHARES GB00B1VZ0M25				
b)	Nature of the transaction	EXERCISE OF OPTIONS UNDER THE SUSTAINED PERFORMANCE PLAN II 2021				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil value</td> <td>11,152</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Nil value	11,152
Price(s)	Volume(s)					
Nil value	11,152					
d)	Aggregated information - Aggregated volume - Price	Exercise of option over 11,152 ordinary shares at nil cost per ordinary share				
e)	Date of the transaction	21 August 2024				
f)	Place of the transaction	OUTSIDE A TRADING VENUE				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	SHAWN GAMBLE
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a)	Description of the financial instrument, type of instrument Identification code	ORDINARY SHARES GB00B1VZ0M25					
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Price(s)	Volume(s)						
GBP£10.99	5,139						
d)	Aggregated information - Aggregated volume - Price	Sale of 5,139 ordinary shares at a price of £10.99 per ordinary share					
e)	Date of the transaction	21 August 2024					
f)	Place of the transaction	LONDON STOCK EXCHANGE					

Claire Chapman
Company Secretary

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Copies of our announcements are available on our website <http://www.hl.co.uk/investor-relations/regulatory-announcements>

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