

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

The Company announces that Fiona Clutterbuck, the Non-Executive Chair and a person discharging managerial responsibility (**PDMR**) in the Company, acquired 4,425 ordinary shares of £0.000125 each in the Company (**Ordinary Shares**) at a price of £4.496 per Ordinary Share on 21 August 2024.

Following the above transaction, the number of Ordinary Shares in which Fiona Clutterbuck has an interest is 11,234 Ordinary Shares, which represents approximately 0.003% 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	Fiona Clutterbuck				
2	Reason for the notification					
a)	Position/status	Non-Executive Chair/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	213800VNKA7DPWXVJJ36				
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 Ordinary Shares				
c)	Currency	GBP				
d)	Price(s) and volume(s)	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Price(s)</td> <td style="width: 50%;">Volume(s)</td> </tr> <tr> <td style="text-align: center;">£4.496</td> <td style="text-align: center;">4,425</td> </tr> </table>	Price(s)	Volume(s)	£4.496	4,425
Price(s)	Volume(s)					
£4.496	4,425					
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction				
f)	Date of the transaction	21 August 2024				
g)	Place of the	London Stock Exchange				

9/	transaction	London Stock Exchange
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Name of officer of issuer responsible for making notification: Olubunmi Likinyo (**Company Secretary**)

Date of notification: 22 August 2024

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