

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

The Company announces that on 30 August 2024:

- a) Liz Carrington, HR Director and a person discharging managerial responsibility (**PDMR**) in the Company, sold 18,000 ordinary shares of £0.000125 each in the Company (**Ordinary Shares**) at a price of £4.359983 per Ordinary Share via her AJ Bell Dealing account, and
- b) Nick Carrington, who is a person closely associated (**PCA**) with Liz Carrington, sold 18,000 Ordinary Shares at a price of £4.353912 per Ordinary Share via his AJ Bell Dealing Account.

Following the above transactions, the number of Ordinary Shares in which Liz Carrington has an interest is 540,207 Ordinary Shares, which represents 0.131% 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	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	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	Sale of Ordinary Shares				
c)	Currency	GBP				
d)	Price(s) and volume(s)	<table border="1" style="width: 100%;"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td style="text-align: center;">£4.359983</td> <td style="text-align: center;">18,000</td> </tr> </table>	Price(s)	Volume(s)	£4.359983	18,000
Price(s)	Volume(s)					
£4.359983	18,000					
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction				
f)	Date of the transaction	30 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					
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f)	Date of the transaction	30 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: 2 September 2024

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