

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

The Company announces that Julie Stott, a person closely associated (**PCA**) with Roger Stott, the Chief Operating Officer and a person discharging managerial responsibility (**PDMR**) in the Company, sold 53,378 ordinary shares of £0.000125 each in the Company (**Ordinary Shares**) via her AJ Bell dealing account for £4.37 per Ordinary Share on 12 September 2024.

Following the above transaction, the number of Ordinary Shares in which Roger Stott has an interest is 204,363 Ordinary Shares, which represents approximately 0.049% 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**

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name	Julie Stott				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	PCA with Roger Stott, Chief Operating Officer/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	Sale of Ordinary Shares				
c)	Currency	GBP				
d)	Price(s) and volume(s)	<table border="1" style="width: 100%;"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td style="text-align: center;">£4.37</td> <td style="text-align: center;">53,378</td> </tr> </table>	Price(s)	Volume(s)	£4.37	53,378
Price(s)	Volume(s)					
£4.37	53,378					
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction				
f)	Date of the transaction	12 September 2024				

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

Date of notification: 12 September 2024

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