

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

The Company announces that Billy Mackay, the Advised Managing Director and a person discharging managerial responsibility (**PDMR**) in the Company, sold 79,546 ordinary shares of £0.000125 each in the Company (**Ordinary Shares**) via his AJ Bell dealing account for £4.40 per Ordinary Share on 16 September 2024.

Following the above transaction, the number of Ordinary Shares in which Billy Mackay has an interest is 1,350,397 Ordinary Shares, which represents approximately 0.327% 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	William Mackay				
2	Reason for the notification					
a)	Position/status	Advised Managing 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	213800VNKA7DPW/XWJJ36				
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%; 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;">4.40</td> <td style="text-align: center;">79,546</td> </tr> </table>	Price(s)	Volume(s)	4.40	79,546
Price(s)	Volume(s)					
4.40	79,546					
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction				
f)	Date of the transaction	16 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: 17 September 2024

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