

Senior plc ("the Company")

Director/PDMR Notification - Share Award Grant

Nigel Major, the Company's Executive Vice President Strategy and a PDMR, has been granted a conditional right to acquire Ordinary shares of 10 pence each in the Company under the terms of a share award agreement agreed in connection with and to facilitate his recruitment. The share award is to partly compensate him for the loss of certain benefits and share awards with his previous employer as a result of joining the Company.

The conditional award over 50,000 shares was granted on 26 September 2024 under the terms of the Senior plc 2024 Long-Term Incentive Plan ("the 2024 LTIP Award") and will ordinarily vest on or after 16 March 2026, subject to the achievement of specific performance criteria and other conditions. The performance conditions attaching to the 2024 LTIP Award are the same as those applied to the awards granted on 14 March 2023 to other executives under the Senior plc 2014 Long-Term Incentive Plan ("the 2023 LTIP Awards"). Details of the performance conditions applying to the 2023 LTIP Awards are set out under the 2023 columns of the Thresholds and Maximum table on page 127 of the Company's Annual Report and Accounts 2023 at <https://www.seniorplc.com/investors/reports.aspx>

No consideration was paid for the grant of this award and no consideration is due on the vesting of this award. Only existing Ordinary shares sourced via the Company's employee benefit trust will be used to satisfy the award. No newly issued or treasury shares will be used in connection the award.

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