

This announcement contains inside information.

2 October 2024

Saga plc
Response to media coverage

Saga plc (**Saga** or the **Group**) notes recent media coverage. The Group is in discussions with Ageas with regard to a potential partnership arrangement for its Insurance business.

There can be no certainty that any partnership agreement will occur. A further announcement will be made in due course, as appropriate.

Saga plc
Emily Roalfe, Director of Investor Relations and Treasury

Tel: 07732 093 007
Email: emily.roalfe@saga.co.uk

Headland Consultancy
Susanna Voyles
Will Smith

Tel: 07980 894 557
Tel: 07872 350 428
Tel: 020 3805 4822
Email: saga@headlandconsultancy.com

Notes to editors

Saga is a specialist in the provision of products and services for people over 50. The Saga brand is one of the most recognised and trusted in the UK. Saga is known for its high level of customer service and its high quality, award-winning products and services including cruises and holidays, insurance, personal finance and publishing. www.saga.co.uk

The person responsible for making this Announcement on behalf of the Company is Emily Roalfe, Director of Investor Relations and Treasury.

information, please contact rns@seg.com or visit www.rns.com.

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