

DIRECTOR/PDMR SHAREHOLDING

2 October 2024

The Sage Group plc. ("Sage")

Notification of Transactions by Persons Discharging Managerial Responsibilities ("PDMRs") and Persons Closely Associated with them

This notification relates to transactions notified in accordance with Article 19 of the UK Market Abuse Regulation.

Upon the vesting of an award granted under The Sage Group Plc 2019 Restricted Share Plan (**RSP 2019**"), on 30 September 2024, Cath Keers, Chief Marketing Officer and PDMR became beneficially entitled to the number of ordinary shares of 1^{4/77} pence each in Sage ("**Shares**") noted below.

On 1 October 2024, Sage was notified that Cath Keers sold a number of Shares in respect of which she had become beneficially entitled, at the price noted below, to cover tax obligations arising from the vesting of the award. The resultant total shareholding of the PDMR is also set out below.

PDMR	Award	Number of ordinary shares acquired	Number of ordinary shares sold to cover tax obligations	Sale price per share	Resultant total shareholding
Cath Keers	RSP 2019	82,001	38,618	£10.2824	101,311

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Cath Keers					
2	Reason for the notification						
a)	Position/status	Chief Marketing Officer					
b)	Initial notification /Amendment	Initial notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	The Sage Group plc.					
b)	LEI	2138005RN5XYLTF8G138					
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 ISIN: GB00B8C3BL03					
b)	Nature of the transaction	Vesting of ordinary shares under The Sage Group Plc 2019 Restricted Share Plan, granted on 2 December 2022					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>82,001</td></tr></table>		Price	Volume	Nil	82,001
Price	Volume						
Nil	82,001						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	30 September 2024					
f)	Place of the transaction	Outside a trading venue					

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Cath Keers				
2	Reason for the notification					
a)	Position/status	Chief Marketing Officer				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	The Sage Group plc.				
b)	LEI	2138005RN5XYLTF8G138				
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 ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Sale of ordinary shares to cover tax obligations arising from the vesting of ordinary shares under The Sage Group Plc 2019 Restricted Share Plan, granted on 2 December 2022				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>£10.2824</td> <td>38,618</td> </tr> </tbody> </table>	Price	Volume	£10.2824	38,618
Price	Volume					
£10.2824	38,618					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	30 September 2024				
f)	Place of the transaction	London Stock Exchange				

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