

5 November 2024

Director/PDMR Shareholding

Notification of dividend reinvestment in the Phoenix Group Holdings plc Share Incentive Plan ('SIP')

Computershare Trustees Limited (the 'Trustees') of the Phoenix Group Holdings plc (the 'Company') SIP, notified the Company on 4 November 2024 that it purchased ordinary shares of 10 pence each at a price of 498.799 pence per share on 31 October 2024 as part of the Dividend Reinvestment Plan ('DRIP') for the Company's SIP.

The following table details the number of Dividend Shares awarded to the Company's Persons Discharging Managerial Responsibilities ('PDMRs').

	Number Dividend shares awarded under the DRIP
Andrew Briggs	112
Arlene Cairns	33
Andrew Curran	42
Michael Eakins	101
Dean Galligan	16
Tom Ground	85
Claire Hawkins	85
Jacqueline Noakes	21
Sara Thompson	85
Colin Williams	35
Quentin Zentner	105

Notification and public disclosure of transactions by persons discharging managerial responsibilities

The Notification of Dealing Forms for each PDMR can be found below. This announcement is made in accordance with the UK Markets Abuse Regulation (Regulation (EU) 596/2014, as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018).

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Andrew Briggs
2	Reason for the notification	
a)	Position/status	Group Chief Executive Officer
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Phoenix Group Holdings plc
b)	LEI	2138001P49OLAEU33T68
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	Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29
b)	Nature of the transaction	Acquisition of Dividend Shares under the Group's Share Incentive Plan - 112 (see below)

c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>498.799p</td><td>112</td></tr></table>	Price(s)	Volume(s)	498.799p	112
Price(s)	Volume(s)					
498.799p	112					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	31 October 2024				
f)	Place of the transaction	London Stock Exchange (XLON)				

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Arlene Cairns					
2	Reason for the notification						
a)	Position/status	Life CFO & Group Performance Director					
b)	Initial notification /Amendment	Initial Notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Phoenix Group Holdings plc					
b)	LEI	2138001P49OLAEU33T68					
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	Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29					
b)	Nature of the transaction	Acquisition of Dividend Shares under the Group's Share Incentive Plan - 33 (see below)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>498.799p</td><td>33</td></tr></table>		Price(s)	Volume(s)	498.799p	33
Price(s)	Volume(s)						
498.799p	33						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of the transaction	31 October 2024					
f)	Place of the transaction	London Stock Exchange (XLON)					

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Andrew Curran				
2	Reason for the notification					
a)	Position/status	CEO - Savings and Retirement				
b)	Initial notification /Amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Phoenix Group Holdings plc				
b)	LEI	2138001P49OLAEU33T68				
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	Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29				
b)	Nature of the transaction	Acquisition of Dividend Shares under the Group's Share Incentive Plan - 42 (see below)				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>498.799p</td> <td>42</td> </tr> </table>	Price(s)	Volume(s)	498.799p	42
Price(s)	Volume(s)					
498.799p	42					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	31 October 2024				
f)	Place of the transaction	London Stock Exchange (XLON)				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Michael Eakins
2	Reason for the notification	
a)	Position/status	Group Chief Investment Officer
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Phoenix Group Holdings plc
b)	LEI	2138001P49OLAEU33T68
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	Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29				
b)	Nature of the transaction	Acquisition of Dividend Shares under the Group's Share Incentive Plan - 101 (see below)				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>498.799p</td><td>101</td></tr></table>	Price(s)	Volume(s)	498.799p	101
Price(s)	Volume(s)					
498.799p	101					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	31 October 2024				
f)	Place of the transaction	London Stock Exchange (XLON)				

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Dean Galligan					
2	Reason for the notification						
a)	Position/status	Chief Capital Officer					
b)	Initial notification /Amendment	Initial Notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Phoenix Group Holdings plc					
b)	LEI	2138001P49OLAEU33T68					
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	Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29					
b)	Nature of the transaction	Acquisition of Dividend Shares under the Group's Share Incentive Plan - 16 (see below)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>498.799p</td><td>16</td></tr></table>		Price(s)	Volume(s)	498.799p	16
Price(s)	Volume(s)						
498.799p	16						
d)	Aggregated information - Aggregated volume	N/A					

	- Price	
e)	Date of the transaction	31 October 2024
f)	Place of the transaction	London Stock Exchange (XLON)

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Tom Ground				
2	Reason for the notification					
a)	Position/status	CEO - Retirement Solutions				
b)	Initial notification /Amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Phoenix Group Holdings plc				
b)	LEI	2138001P49OLAEU33T68				
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	Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29				
b)	Nature of the transaction	Acquisition of Dividend Shares under the Group's Share Incentive Plan - 85 (see below)				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>498.799p</td> <td>85</td> </tr> </tbody> </table>	Price(s)	Volume(s)	498.799p	85
Price(s)	Volume(s)					
498.799p	85					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	31 October 2024				
f)	Place of the transaction	London Stock Exchange (XLON)				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Claire Hawkins
2	Reason for the notification	
a)	Position/status	Director of Corporate Affairs & Investor Relations
b)	Initial notification /Amendment	Initial Notification

3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Phoenix Group Holdings plc				
b)	LEI	2138001P49OLAEU33T68				
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	Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29				
b)	Nature of the transaction	Acquisition of Dividend Shares under the Group's Share Incentive Plan - 85 (see below)				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>498.799p</td><td>85</td></tr></table>	Price(s)	Volume(s)	498.799p	85
Price(s)	Volume(s)					
498.799p	85					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	31 October 2024				
f)	Place of the transaction	London Stock Exchange (XLON)				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Jacqueline Noakes
2	Reason for the notification	
a)	Position/status	Chief Operating Officer
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Phoenix Group Holdings plc
b)	LEI	2138001P49OLAEU33T68
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	Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29
b)	Nature of the transaction	Acquisition of Dividend Shares under the Group's Share Incentive Plan - 21 (see below)
c)	Price(s) and volume(s)	

		<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>498.799p</td><td>21</td></tr></table>	Price(s)	Volume(s)	498.799p	21
Price(s)	Volume(s)					
498.799p	21					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	31 October 2024				
f)	Place of the transaction	London Stock Exchange (XLON)				

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Sara Thompson				
2	Reason for the notification					
a)	Position/status	Chief HR & Premises Officer				
b)	Initial notification /Amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Phoenix Group Holdings plc				
b)	LEI	2138001P49OLAEU33T68				
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	Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29				
b)	Nature of the transaction	Acquisition of Dividend Shares under the Group's Share Incentive Plan - 85 (see below)				
c)	Price(s) and volume(s)	<table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>498.799p</td> <td>85</td> </tr> </table>	Price(s)	Volume(s)	498.799p	85
Price(s)	Volume(s)					
498.799p	85					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	31 October 2024				
f)	Place of the transaction	London Stock Exchange (XLON)				

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Colin Williams				
2	Reason for the notification					
a)	Position/status	CEO - Pensions and Savings				
b)	Initial notification /Amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Phoenix Group Holdings plc				
b)	LEI	2138001P49OLAEU33T68				
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	Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29				
b)	Nature of the transaction	Acquisition of Dividend Shares under the Group's Share Incentive Plan - 35 (see below)				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>498.799p</td> <td>35</td> </tr> </table>	Price(s)	Volume(s)	498.799p	35
Price(s)	Volume(s)					
498.799p	35					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	31 October 2024				
f)	Place of the transaction	London Stock Exchange (XLON)				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Quentin Zentner
2	Reason for the notification	
a)	Position/status	General Counsel
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Phoenix Group Holdings plc
b)	LEI	2138001P49OLAEU33T68
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	Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29				
b)	Nature of the transaction	Acquisition of Dividend Shares under the Group's Share Incentive Plan - 105 (see below)				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>498.799p</td><td>105</td></tr></table>	Price(s)	Volume(s)	498.799p	105
Price(s)	Volume(s)					
498.799p	105					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	31 October 2024				
f)	Place of the transaction	London Stock Exchange (XLON)				

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