

6 November 2024

PERSONAL GROUP HOLDINGS PLC
("Personal Group", "Company" or "Group")

Director / PDMR Shareholding

Personal Group Holdings Plc (AIM: PGH), the workforce benefits and health insurance provider, has been notified that on 5 November 2024, a person closely associated with Paula Constant, Chief Executive Officer, bought 9,998 ordinary shares of 5 pence each in the Company ("**Ordinary Shares**") at a price of 199.975p per share. Following this transaction, Paula Constant, and persons closely associated, hold a total of 9,998 Ordinary Shares, representing 0.03% of the Company's issued ordinary share capital.

Further information is provided below in accordance with Article 19(3) of the UK Market Abuse Regulation No 596/2014.

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	A Person Closely Associated with Paula Constant					
2	Reason for the notification						
a)	Position/status	Chief Executive Director					
b)	Initial notification /Amendment	Initial					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Personal Group Holdings Plc					
b)	LEI	213800TN8BH2YYWAH345					
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 5 pence each ISIN: GB0002760279					
b)	Nature of the transaction	Purchase of ordinary shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>199.975p</td><td>9,998 ordinary shares</td></tr></table>		Price(s)	Volume(s)	199.975p	9,998 ordinary shares
Price(s)	Volume(s)						
199.975p	9,998 ordinary shares						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	5 November 2024					
f)	Place of the transaction	London Stock Exchange, AIM					

For more information please contact:

Personal Group Holdings Plc

Paula Constant / Sarah Mace

via Alma

Canaccord Genuity Limited (Nominated Adviser & Broker)

Max Hartley / Harry Rees

+44 (0)20 7523 8000

Alma Strategic Communications

Caroline Forde / Joe Pederzoli / Kinvara Verdon

+44 (0)20 3405 0205

personalgroup@almastrategic.com

Notes to Editors

Personal Group Holdings Plc (AIM: PGH) is a workforce benefits and health insurance provider. Its vision is to be the champion of affordable and accessible insurance and benefits, keeping businesses and their employees happy, healthy and protected. The Group is proud to support the health and wellbeing of c. 1.25 million UK employees.

The Group's insurance provides employees with access to affordable, individual policies for [hospital](#), [recovery](#) and [death benefit](#) plans. The Group's award-winning benefits platform, Hapi, brings together extensive employee benefits, discounts and rewards, in one responsive platform. As well as being sold direct to employers, the Hapi platform supports Sage's Employee Benefits offerings for SMEs.

This comprehensive range of offerings, powerful platform and unique sales model of face-to-face, one-to-one engagement with employees, provides Personal Group with a strong market position from which to grow.

Head-quartered in Milton Keynes, the Group has built an extensive blue-chip customer list over its 40-year history, including Airbus, B & Q, Barchester Healthcare, British Transport Police, Merseyrail, Randstad, Royal Mail Group, The Royal Mint, the Sandwell & Birmingham NHS Trust, Stagecoach Group plc, and The University of York

For further information on the Group please see www.personalgroup.com

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