

13 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 Ciaran Astin has, on 12 November 2024, purchased 444 shares in the Company via a dividend reinvestment at a price of 198.89p per share. Following this transaction, Ciaran Astin holds a total of 13,883 Ordinary Shares, representing 0.044% of the Company's issued ordinary share capital.

As part of the declaration, it was discovered that there had also been a previous dividend reinvestment in line with the dividend received in May 2024 which had, on the 13 May 2024, led to the purchase of 439 shares in the Company at a price of 171.17p per share.

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	Ciaran Astin					
2	Reason for the notification						
a)	Position/status	Non-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	Ordinary shares of 5p each					
	Identification code	ISIN: GB0002760279					
b)	Nature of the transaction	DRIP Purchase of shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£1.9889 per share</td><td>444</td></tr></table>		Price(s)	Volume(s)	£1.9889 per share	444
Price(s)	Volume(s)						
£1.9889 per share	444						
d)	Aggregated information						
	- Aggregated volume	- 444					
	- Price	- £1.9889 per share					
e)	Date of the transaction	12 November 2024					
f)	Place of the transaction	London Stock Exchange					

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a)	Name	Ciaran Astin
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a)	Position/status	Non-Executive Director					
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b)	Nature of the transaction	DRIP Purchase of shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£1.7117 per share</td><td>439</td></tr></table>		Price(s)	Volume(s)	£1.7117 per share	439
Price(s)	Volume(s)						
£1.7117 per share	439						
d)	Aggregated information						
	- Aggregated volume	- 439					
	- Price	- £1.7117 per share					
e)	Date of the transaction	13 May 2024					
f)	Place of the transaction	London Stock Exchange					

- ENDS -

For more information please contact:

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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 Airtanker, B & Q, Barchester Healthcare, British Transport Police, Merseyrail, Office of National Statistics, Randstad, Royal Mail Group, The Royal Mint, Stagecoach Group plc, and The University of York.

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

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