

**AJ Bell plc**  
**("AJ Bell" or the "Company")**  
**Director/PDMR Transactions**

The Company announces that on 5 December 2024:

- a) Liz Carrington, HR Director and a person discharging managerial responsibility (**PDMR**) in the Company, sold 16,879 ordinary shares of £0.000125 each in the Company (**Ordinary Shares**) at a price of £4.99501 per Ordinary Share; and
- b) Nick Carrington, who is a person closely associated (**PCA**) with Liz Carrington, sold 12,277 Ordinary Shares at a price of £4.975006 per Ordinary Share.

Following the above transactions, the number of Ordinary Shares in which Liz Carrington has an interest is 511,251 Ordinary Shares, which represents 0.124% of the issued share capital.

This announcement, including the notification below, is made in accordance with the requirements of the UK Market Abuse Regulation.

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.**

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name	Elizabeth Carrington				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	HR Director/PDMR				
b)	Initial notification /Amendment	Initial Notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	AJ Bell plc				
b)	Legal Entity Identifier	213800VNKA7DPWXVJJ36				
<b>4</b>	<b>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</b>					
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.000125 each  GB00BFZNLB60				
b)	Nature of the transaction	Sale of Ordinary Shares				
c)	Currency	GBP				
d)	Price(s) and volume(s)	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 50%;">Price(s)</th> <th style="width: 50%;">Volume(s)</th> </tr> <tr> <td style="text-align: center;">£4.99501</td> <td style="text-align: center;">16,879</td> </tr> </table>	Price(s)	Volume(s)	£4.99501	16,879
Price(s)	Volume(s)					
£4.99501	16,879					
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction				
f)	Date of the transaction	5 December 2024				
g)	Place of the transaction	London Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Nicholas Carrington
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	PCA with Elizabeth Carrington, HR Director/PDMR
b)	Initial notification /Amendment	Initial Notification

3	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	AJ Bell plc
b)	Legal Entity Identifier	213800VNKA7DPWXVJJ36
4	<b>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</b>	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.000125 each GB00BFZNLB60
b)	Nature of the transaction	Sale of Ordinary Shares
c)	Currency	GBP
d)	Price(s) and volume(s)	Price(s)                      Volume(s)
		£4.975006                      12,277
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction
f)	Date of the transaction	5 December 2024
g)	Place of the transaction	London Stock Exchange

Name of officer of issuer responsible for making notification: Kina Sinclair (Company Secretary)

Date of notification: 6 December 2024

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