RNS Number: 2018P AJ Bell PLC 06 December 2024

AJ Bell plc

("AJ Bell", the "Company")

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

The Company announces that on 5 December 2024:

(1) The Persons Discharging Managerial Responsibilities (PDMRs) named in column (1) of the below table exercised nominal cost options under the Company's Executive Incentive Plan (EIP) in respect of share awards granted on 10 December 2020 (FY21 DSA), 9 December 2021 (FY22 DSA) and 15 December 2023 (FY24 ASA) to acquire the number of Ordinary Shares set alongside their respective names in column (2) of the below table and, where indicated in column (3) of that table, then sold some of those Ordinary Shares at a price of £4.865 per Ordinary Share to pay associated income tax and national insurance contribution liabilities (PDMR Transactions).

(1)	(2)	(3)
PDMRs	Number of Ordinary Shares acquired	Number of Ordinary Shares sold
Roger Stott	64,551	30,340
Mo Tagari	46,498	21,855
Elizabeth Carrington	16,879	7,934
Billy Mackay	31,982	15,992
Karen Goodman	17,598	8,272
Kina Sinclair	7,663	3,536
Charlie Musson	38,474	18,083

- (2) Nick Carrington, who is a person closely associated (**PCA**) with Liz Carrington, a PDMR, exercised nominal cost options under the EIP in respect of annual awards granted on FY22 DSA and FY24 ASA to acquire 12,277 Ordinary Shares and then sold 5,771 of those Ordinary Shares at a price of £4.865 per Ordinary Share to pay associated income tax and national insurance contribution liabilities (**PCA Transaction**).
- (3) Following completion of the PDMR Transactions and the PCA Transaction, each of the PDMRs named in column (1) of the below table is interested in the number of Ordinary Shares in the Company and percentage of the Company's issued share capital set alongside their respective names in columns (2) and (3) of the below table.

(1)	(2)	(3)
PDMR	Number of shares in which interested	% of issued share capital
Roger Stott	238,640	0.058%
Mo Tagari	137,266	0.033%
Elizabeth Carrington	526,702	0.127%
Billy Mackay	1,366,453	0.331%
Karen Goodman	10,500	0.003%
Kina Sinclair	15,140	0.004%
Charlie Musson	358,684	0.087%

For further information, please contact:

AJ Bell plc

Kina Sinclair, Company Secretary

+44 (0) 7701390708

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Roger Stott	
2	Reason for the polification		

a)	Position/status	Chief Operating Officer/PDMR			
b)	Initial notification /Amendment	Initial Notification			
3	Details of the issue auctioneer or auction		, emission allowance market participant, auction platform,		
a)	Name	AJ Bell plc			
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36			
4		tion(s): section to be repeated for (i) each type of instrument; (ii) tion; (iii) each date; and (iv) each place where transactions have			
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.000125 each GB00BFZNLB60			
b)	Nature of the transaction	Exercise of EIP options			
c)	Currency	GBP			
d)	Price(s) and volume(s)	Price(s)	Volume(s)		
		£0.000125	64,551		
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction			
f)	Date of the transaction	5 December 2024			
g)	Place of the transaction	Outside a trading venue			

pe	persons closely associated with them.			
1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Mo Tagari		
2	Reason for the notification	tion		
a)	Position/status	Chief Technology Officer/PDMR		
b)	Initial notification /Amendment	Initial Notification		
3	Details of the issue auctioneer or auction	•	market participant, auction platform,	
a)	Name	AJ Bell plc		
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	6	
4		ails of the transaction(s): section to be repeated for (i) each type of instrument; (ii) in type of transaction; (iii) each date; and (iv) each place where transactions have in conducted		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.000125 each GB00BFZNLB60		
b)	Nature of the transaction	Exercise of EIP options		
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.000125	46,498	
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction		
f)	Date of the transaction	5 December 2024		
g)	Place of the transaction	Outside a trading venue		

pe	persons closely associated with them.			
1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Elizabeth Carrington		
2	Reason for the notification	ation		
a)	Position/status	HR Director/PDMR		
b)	Initial notification /Amendment	Initial Notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	AJ Bell plc		
L	Land Catter Identifies	040000\/AIKAZDD\AMA/LIOC		

D)	Legai ⊏niity identiiler	Z I DOUUVINNA/ DITVVAVVJJJDO		
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 £0.000125 each GB00BFZNLB60		
b)	Nature of the transaction	Exercise of EIP options		
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.000125	16,879	
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction		
f)	Date of the transaction	5 December 2024		
g)	Place of the transaction	Outside a trading venue		

1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Billy Mackay		
2	Reason for the notifica	Reason for the notification		
a)	Position/status	Managing Director, Advised	d/PDMR	
b)	Initial notification /Amendment	Initial Notification		
3	Details of the issue auctioneer or auction		market participant, auction platform,	
a)	Name	AJ Bell plc		
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ3	6	
4 Details of the transaction(s): section to be repeated for (i) each type each type of transaction; (iii) each date; and (iv) each place where the been conducted				
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.000125 each GB00BFZNLB60		
b)	Nature of the transaction	Exercise of EIP options		
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.000125	31,982	
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	Outside a trading venue		

1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Karen Goodman		
2	Reason for the notifica	tion		
a)	Position/status	Chief Risk Officer/PDMR		
b)	Initial notification	Initial Notification		
	/Amendment			
3			narket participant, auction platform,	
	auctioneer or auction	monitor		
a)	Name	AJ Bell plc		
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36		
4			ted for (i) each type of instrument; (ii)	
	each type of transacti	on; (iii) each date; and (iv) each place where transactions have		
	been conducted			
a)	Description of the	Ordinary shares of £0.00012	5 each	
	financial instrument,			
	type of instrument	GB00BFZNLB60		
	Identification code			
b)	Nature of the	Exercise of EIP options		
	transaction			
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s) Volume(s)		
1				

L					£0.000125	17,598
	e)	Aggregated - Aggregated - Aggregated	ed volu	me	N/A single transaction	
ſ	f)	Date of the	transa	action	5 December 2024	
Ī	g)	Place	of	the	Outside a trading venue	
		transaction	า			

	ersons closely associated with them.			
1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Kina Sinclair		
2	Reason for the notifica	tion		
a)	Position/status	Group Legal Director/PDMF	₹	
b)	Initial notification	Initial Notification		
	/Amendment			
3	Details of the issue	r, emission allowance i	market participant, auction platform,	
	auctioneer or auction	monitor		
a)	Name	AJ Bell plc		
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	6	
4	Details of the transact	ion(s): section to be repea	ated for (i) each type of instrument; (ii)	
			v) each place where transactions have	
	been conducted		,	
a)	Description of the	Ordinary shares of £0.0001	25 each	
	financial instrument,	,		
	type of instrument	GB00BFZNLB60		
	Identification code			
b)	Nature of the	Exercise of EIP options		
-	transaction	-		
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.000125	7,663	
e)	Aggregated information			
	 Aggregated volume 	N/A single transaction		
	 Aggregated Price 			
f)	Date of the transaction	5 December 2024		
g)	Place of the	Outside a trading venue		
	transaction			

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

pei	persons closely associated with them.			
1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Charlie Musson		
2	Reason for the notifica	Reason for the notification		
a)	Position/status	Managing Director, D2C/PDI	MR	
b)	Initial notification	Initial Notification	Initial Notification	
	/Amendment			
3	Details of the issue	r, emission allowance m	narket participant, auction platform,	
	auctioneer or auction	monitor		
a)	Name	AJ Bell plc		
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36		
4			ted for (i) each type of instrument; (ii)	
		on; (iii) each date; and (iv) each place where transactions have	
	been conducted			
a)	Description of the	Ordinary shares of £0.00012	5 each	
	financial instrument,			
	type of instrument	GB00BFZNLB60		
	Identification code			
b)	Nature of the	Exercise of EIP options		
	transaction			
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.000125	38,474	
e)	Aggregated information			
	 Aggregated volume 	N/A single transaction		
	 Aggregated Price 			
f)	Date of the transaction	5 December 2024		
g)	Place of the	Outside a trading venue		
	transaction			

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Nicholas Carrington
2	Reason for the notification	
a١	Position/status	PCA with Flizabeth Carrington, HR Director/PDMR

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b)	Initial notification /Amendment	Initial Notification		
3	Details of the issue auctioneer or auction		narket participant, auction platform,	
a)	Name	AJ Bell plc		
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36		
4		tion(s): section to be repeated for (i) each type of instrument; (ii) ion; (iii) each date; and (iv) each place where transactions have		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.00012 GB00BFZNLB60	25 each	
b)	Nature of the transaction	Exercise of EIP options	Exercise of EIP options	
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.000125	12,277	
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction		
f)	Date of the transaction	5 December 2024		
g)	Place of the transaction	Outside a trading venue		

per	ersons closely associated with them.			
1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Roger Stott		
2	Reason for the notifica	tion		
a)	Position/status	Chief Operating Officer/PDM	IR .	
b)	Initial notification	Initial Notification		
	/Amendment			
3			narket participant, auction platform,	
	auctioneer or auction	monitor		
a)	Name	AJ Bell plc		
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36		
4			ted for (i) each type of instrument; (ii)	
		on; (iii) each date; and (iv	each place where transactions have	
	been conducted			
a)	Description of the	Ordinary shares of £0.00012	25 each	
	financial instrument,			
	type of instrument	GB00BFZNLB60		
	Identification code			
b)	Nature of the	Sale of Ordinary Shares		
	transaction			
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£4.865	30,340	
e)	Aggregated information			
	 Aggregated volume 	N/A single transaction		
	 Aggregated Price 			
f)	Date of the transaction	5 December 2024		
g)	Place of the	London Stock Exchange		
	transaction			

1	Details of the person d	lischarging managerial responsibilities/person closely associated	
a)	Name	Mo Tagari	
2	Reason for the notifica	ition	
a)	Position/status	Chief Technology Officer/PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issue auctioneer or auction	r, emission allowance market participant, auction platform, monitor	
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
4	Details of the transact	tion(s): section to be repeated for (i) each type of instrument; (ii)	
	each type of transacti	on; (iii) each date; and (iv) each place where transactions have	
	been conducted		
a)	Description of the financial instrument,	Ordinary shares of £0.000125 each	
	type of instrument	GB00BFZNLB60	

	Identification code		
b)	Nature of the	Sale of Ordinary Shares	
	transaction		
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.865	21,855
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction	
f)	Date of the transaction	5 December 2024	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person d	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Elizabeth Carrington		
2	Reason for the notifica	tion		
a)	Position/status	HR Director/PDMR		
b)	Initial notification /Amendment	Initial Notification		
3	Details of the issue	r, emission allowance i	market participant, auction platform,	
	auctioneer or auction	monitor		
a)	Name	AJ Bell plc		
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ3	6	
4			ated for (i) each type of instrument; (ii) v) each place where transactions have	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.0001. GB00BFZNLB60	25 each	
b)	Nature of the transaction	Sale of Ordinary Shares		
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£4.865	7,934	
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		

1	Details of the person d	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Billy Mackay		
2	Reason for the notifica	tion		
a)	Position/status	Managing Director, Advised	/PDMR	
b)	Initial notification /Amendment	Initial Notification		
3	Details of the issue	r, emission allowance r	narket participant, auction platform,	
	auctioneer or auction	monitor		
a)	Name	AJ Bell plc		
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	3	
4			ated for (i) each type of instrument; (ii) v) each place where transactions have	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.00012 GB00BFZNLB60	25 each	
b)	Nature of the transaction	Sale of Ordinary Shares		
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£4.865	15,992	
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction		
f)	Date of the transaction	5 December 2024		
g)				

1	Details of the person d	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Karen Goodman		
2	Reason for the notifica	tion		
a)	Position/status	Chief Risk Officer/PDMR		
b)	Initial notification	Initial Notification		
	/Amendment			
3			narket participant, auction platform,	
	auctioneer or auction	monitor		
a)	Name	AJ Bell plc		
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36		
4			ted for (i) each type of instrument; (ii)	
		on; (iii) each date; and (iv) each place where transactions have	
	been conducted			
a)	Description of the	Ordinary shares of £0.00012	25 each	
	financial instrument,			
	type of instrument	GB00BFZNLB60		
	Identification code			
b)	Nature of the	Sale of Ordinary Shares		
	transaction			
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£4.865	8,272	
e)	Aggregated information	£4.865	8,272	
e)	Aggregated information - Aggregated volume	£4.865 N/A single transaction	8,272	
e)	00 0		8,272	
e)	- Aggregated volume		8,272	
e) f)	- Aggregated volume		8,272	
	- Aggregated volume - Aggregated Price	N/A single transaction	8,272	

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

per	persons closely associated with them.			
1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Kina Sinclair		
2	Reason for the notifica	tion		
a)	Position/status	Group Legal Director/PDMR		
b)	Initial notification	Initial Notification	Initial Notification	
	/Amendment			
3			narket participant, auction platform,	
	auctioneer or auction	monitor		
a)	Name	AJ Bell plc		
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36		
4			ited for (i) each type of instrument; (ii)	
		on; (iii) each date; and (iv	each place where transactions have	
	been conducted			
a)	Description of the	Ordinary shares of £0.00012	25 each	
	financial instrument,			
	type of instrument	GB00BFZNLB60		
	Identification code			
b)	Nature of the	Sale of Ordinary Shares		
	transaction			
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£4.865	3,536	
e)	Aggregated information			
	 Aggregated volume 	N/A single transaction		
	 Aggregated Price 			
f)	Date of the transaction	5 December 2024		
g)	Place of the	London Stock Exchange		
	transaction			

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Charlie Musson
2	Reason for the notifica	ation
a)	Position/status	Managing Director, D2C/PDMR
b)	Initial notification	Initial Notification
	/Amendment	
3	Details of the issue	r, emission allowance market participant, auction platform,
		., cimenti antitutio market paratipari, accuer piantiti,
	auctioneer or auction	
a)		
a) b)	auctioneer or auction	monitor
	Name Legal Entity Identifier Details of the transact	monitor AJ Bell plc

	been conducted		
a)	Description of the financial instrument,	Ordinary shares of £0.000125 each GB00BFZNLB60	
	type of instrument Identification code		
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.865	18,083
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction	
f)	Date of the transaction	5 December 2024	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Nicholas Carrington	
2	Reason for the notifica	tion	
a)	Position/status	PCA with Elizabeth Carringt	on, HR Director/PDMR
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issue auctioneer or auction		narket participant, auction platform,
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	3
4		tion(s): section to be repeated for (i) each type of instrument; (ii) iion; (iii) each date; and (iv) each place where transactions have	
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)
		£4.865	5,771
e)	Aggregated information - Aggregated volume - Aggregated Price	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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