

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

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

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

a)	Position/status	Chief Operating Officer/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	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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	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	

Notification and public disclosure of transactions by persons discharging managerial responsibilities and 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		
a)	Position/status	Chief Technology Officer/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	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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	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	

Notification and public disclosure of transactions by persons discharging managerial responsibilities and 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		
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	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	

d)	Legal Entity Identifier	Z13000VNNA7DPWXXVJJ36	
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	

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

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Billy Mackay	
2	Reason for the notification		
a)	Position/status	Managing Director, Advised/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	
b)	Legal Entity Identifier	213800VNKA7DPWXXVJJ36	
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	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	

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

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Karen Goodman	
2	Reason for the notification		
a)	Position/status	Chief Risk Officer/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	
b)	Legal Entity Identifier	213800VNKA7DPWXXVJJ36	
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	17,598
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	

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

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Kina Sinclair	
2	Reason for the notification		
a)	Position/status	Group Legal 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	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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	7,663
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	

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

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Charlie Musson	
2	Reason for the notification		
a)	Position/status	Managing Director, D2C/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	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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	38,474
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	

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

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Nicholas Carrington	
2	Reason for the notification		
a)	Position/status	PCA with Elizabeth Carrington 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	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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	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	

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

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Roger Stott	
2	Reason for the notification		
a)	Position/status	Chief Operating Officer/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	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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	Sale of Ordinary Shares	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.865	30,340
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	

Notification and public disclosure of transactions by persons discharging managerial responsibilities and 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		
a)	Position/status	Chief Technology Officer/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	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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 £0.000125 each GB00BFZNLB60	

	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 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

Notification and public disclosure of transactions by persons discharging managerial responsibilities and 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	
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
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36
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	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

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

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Billy Mackay
2	Reason for the notification	
a)	Position/status	Managing Director, Advised/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
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36
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	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)	Place of the transaction	London Stock Exchange

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

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Karen Goodman	
2	Reason for the notification		
a)	Position/status	Chief Risk Officer/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	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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	Sale of Ordinary Shares	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.865	8,272
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	

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

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Kina Sinclair	
2	Reason for the notification		
a)	Position/status	Group Legal 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	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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	Sale of Ordinary Shares	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.865	3,536
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	

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

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Charlie Musson	
2	Reason for the notification		
a)	Position/status	Managing Director, D2C/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	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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	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

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

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Nicholas Carrington
2	Reason for the notification	
a)	Position/status	PCA with Elizabeth Carrington, 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
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36
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	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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