RNS Number: 2237P Phoenix Group Holdings PLC 06 December 2024

06 December 2024

Director/PDMR Shareholding

Notification of monthly investment in the Phoenix Group Holdings plc Share Incentive Plan ('SIP')

Computershare Trustees Limited (the 'Trustees') of the Phoenix Group Holdings plc SIP, notified the Company on 06 December 2024 that it purchased ordinary shares of 10 pence each at a price of 526.37 pence per share on 05 December 2024 under the 'Partnership' and 'Matching' element of the Company's SIP.

Under the terms of the SIP, each eligible participating employee can contribute from monthly salary to purchase 'Partnership Shares' and the Company matches this based on a one for one ratio up to a maximum of £50. The following table details the number of Partnership and Matching Shares purchased and awarded by the Company's Persons Discharging Managerial Responsibilities ('PDMRs').

	Number of Partnership shares purchased under the SIP for the month	Number of Matching shares awarded under the SIP for the month
Andrew Briggs	29	10
Arlene Cairns	29	10
Andrew Curran	9	9
Michael Eakins	29	10
Dean Galligan	28	9
Tom Ground	28	9
Claire Hawkins	28	9
Jacqueline Noakes	29	10
Sara Thompson	28	9
Colin Williams	28	9
Quentin Zentner	28	9

Notification and public disclosure of transactions by persons discharging managerial responsibilities

The Notification of Dealing Forms for each PDMR can be found below. This announcement is made in accordance with the UK Markets Abuse Regulation (Regulation (EU) 596/2014, as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018).

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Andrew Briggs	
2	Reason for the notification		
a)	Position/status	Group Chief Executive Officer	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowa monitor	nce market participant, auction platform, auctioneer or auction	
a)	Name	Phoenix Group Holdings plc	
b)	LEI	2138001P49OLAEU33T68	
4		to be repeated for (i) each type of instrument; (ii) each type of ach place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument	Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29	

b)	Nature of the transaction	Acquisition of Partr Incentive Plan - 29 (nership Shares under the Group's Share (see below)
		Acquisition of Matc Incentive Plan - 10 (hing Shares under the Group's Share (see below)
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		526.37p	29
		0.00	10
d)	Aggregated information		
	- Aggregated volume	39	
	- Price	391.40p	
e)	Date of the transaction	5 December 2024	
f)	Place of the transaction	London Stock Excha	nge (XLON)

1	Details of the person discharging m	anagerial responsibilities / person closely associated
a)	Name	Arlene Cairns
2	Reason for the notification	
a)	Position/status	Life CFO & Group Performance Director
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allow monitor	vance market participant, auction platform, auctioneer or auction
a)	Name	Phoenix Group Holdings plc
b)	LEI	2138001P49OLAEU33T68
a)	Description of the financial instrument, type of instrument	Phoenix Group Holdings plc Ordinary Shares of 10 pence
	Identification code	GB00BGXQNP29
b)	Nature of the transaction	Acquisition of Partnership Shares under the Group's Share Incentive Plan - 29 (see below) Acquisition of Matching Shares under the Group's Share Incentive Plan - 10 (see below)
b)	Nature of the transaction Price(s) and volume(s)	Incentive Plan - 29 (see below) Acquisition of Matching Shares under the Group's Share
		Incentive Plan - 29 (see below) Acquisition of Matching Shares under the Group's Share Incentive Plan - 10 (see below) Price(s) Volume(s) 526.37p 29

	- Price	391.40p
e)	Date of the transaction	5 December 2024
f)	Place of the transaction	London Stock Exchange (XLON)

1	Details of the person discharging m	anagerial responsibilities / perso	on closely associated
a)	Name	Andrew Curran	
2	Reason for the notification		
a)	Position/status	CEO Standard Life	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allow monitor	vance market participant, auctio	n platform, auctioneer or auction
a)	Name	Phoenix Group Holdings plc	
b)	LEI	2138001P49OLAEU33T68	
4	Details of the transaction(s): section transaction; (iii) each date; and (iv)		
a)	Description of the financial instrument, type of instrument	Phoenix Group Holdings plc	Ordinary Shares of 10 pence
	Identification code	GB00BGXQNP29	
b)	Nature of the transaction	Acquisition of Partnership Shares under the Group's Share Incentive Plan - 9 (see below) Acquisition of Matching Shares under the Group's Share Incentive Plan - 9 (see below)	
		Acquisition of Matching Shar Incentive Plan - 9 (see below	
c)	Price(s) and volume(s)	-	
c)	Price(s) and volume(s)	-	
c)	Price(s) and volume(s)	Incentive Plan - 9 (see below)
c)	Price(s) and volume(s)	Incentive Plan - 9 (see below Price(s)	Volume(s)
		Price(s) 526.37p	Volume(s)
c)	Price(s) and volume(s) Aggregated information	Price(s) 526.37p	Volume(s)
		Price(s) 526.37p	Volume(s)
	Aggregated information	Price(s) 526.37p 0.00	Volume(s)
	Aggregated information - Aggregated volume	Price(s) 526.37p 0.00	Volume(s)

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Michael Eakins
2	Reason for the notification	
٠,١	Danitian /status	Craum Chief Investment Officer

a j	Position/status	Group Chief Investr	nent Officer	
b)	Initial notification /Amendment	Initial Notification		
3	Details of the issuer, emission allow monitor	 vance market participant, auction platform, auctioneer or auction		
a)	Name	Phoenix Group Holdings plc		
b)	LEI	2138001P49OLAEU	2138001P49OLAEU33T68	
4	Details of the transaction(s): section transaction; (iii) each date; and (iv)		i) each type of instrument; (ii) each type of sactions have been conducted	
a)	Description of the financial instrument, type of instrument	Phoenix Group Hold	dings plc Ordinary Shares of 10 pence	
1- \			contribution of the Country Share	
b)	Nature of the transaction	Incentive Plan - 29	ching Shares under the Group's Share	
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		526.37p	29	
		0.00	10	
d)	Aggregated information			
	- Aggregated volume	39		
	- Price	391.40p		
e)	Date of the transaction	5 December 2024		
f)	Place of the transaction	London Stock Excha	nge (XLON)	
1	Details of the person discharging m	anagerial responsibilit	ies / person closely associated	
a)	Name	Dean Galligan		

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Dean Galligan	
2	Reason for the notification		
a)	Position/status	Chief Capital Officer	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allow monitor	ance market participant, auction platform, auctioneer or auction	
a)	Name	Phoenix Group Holdings plc	
b)	LEI	2138001P49OLAEU33T68	
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	Phoenix Group Holdings plc Ordinary Shares of 10 pence	

	Identification code	GB00BGXQNP29	
b)	Nature of the transaction	Acquisition of Partnership Shares under the Group's Sha Incentive Plan - 28 (see below) Acquisition of Matching Shares under the Group's Share Incentive Plan - 9 (see below)	
c)	Price(s) and volume(s)	Price(s) 526.37p 0.00	Volume(s) 28 9
d)	Aggregated information - Aggregated volume	37	
	- Price	398.33p	
e)	Date of the transaction	5 December 2024	
f)	Place of the transaction	London Stock Exchange	e (XLON)
		1	

a)	Name	Tom Ground		
2	Reason for the notification			
)	Position/status	CEO - Retirement Solu	utions	
)	Initial notification /Amendment	Initial Notification		
	Details of the issuer, emission allow monitor	vance market participan	t, auction platform, auctioneer or	auction
a)	Name	Phoenix Group Holdi	ngs plc	
b)	LEI	2138001P49OLAEU33	3T68	
4	Details of the transaction(s): sectio transaction; (iii) each date; and (iv)			type of
	, (,,	·		
a)	Description of the financial instrument, type of instrument	· 	ngs plc Ordinary Shares of 10 per	nce
a)	Description of the financial	· 		nce
	Description of the financial instrument, type of instrument	Phoenix Group Holdi GB00BGXQNP29 Acquisition of Partne Incentive Plan - 28 (s	ngs plc Ordinary Shares of 10 per ership Shares under the Group's Si ee below)	hare
	Description of the financial instrument, type of instrument	Phoenix Group Holdi GB00BGXQNP29 Acquisition of Partne Incentive Plan - 28 (s	ngs plc Ordinary Shares of 10 per ership Shares under the Group's St ee below) ing Shares under the Group's Sha	hare
a) b)	Description of the financial instrument, type of instrument	Phoenix Group Holdi GB00BGXQNP29 Acquisition of Partne Incentive Plan - 28 (s	ngs plc Ordinary Shares of 10 per ership Shares under the Group's St ee below) ing Shares under the Group's Sha	hare
p)	Description of the financial instrument, type of instrument Identification code Nature of the transaction	Phoenix Group Holdi GB00BGXQNP29 Acquisition of Partne Incentive Plan - 28 (s Acquisition of Match Incentive Plan - 9 (se	ngs plc Ordinary Shares of 10 per ership Shares under the Group's Sl ee below) ing Shares under the Group's Sha e below)	hare
)	Description of the financial instrument, type of instrument Identification code Nature of the transaction	Phoenix Group Holdi GB00BGXQNP29 Acquisition of Partne Incentive Plan - 28 (s Acquisition of Match Incentive Plan - 9 (se	ngs plc Ordinary Shares of 10 per ership Shares under the Group's St ee below) ing Shares under the Group's Sha e below)	hare

	- Aggregated volume	37
	- Price	398.33p
e)	Date of the transaction	5 December 2024
f)	Place of the transaction	London Stock Exchange (XLON)

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Claire Hawkins			
2	Reason for the notification	<u> </u>			
a)	Position/status	Director of Corporate Affai	irs & Brand		
b)	Initial notification /Amendment	Initial Notification	Initial Notification		
3	Details of the issuer, emission allow monitor	 vance market participant, auc	tion platform, auctioneer or auctio		
a)	Name	Phoenix Group Holdings p	lc		
b)	LEI	2138001P49OLAEU33T68			
4	Details of the transaction(s): sectio transaction; (iii) each date; and (iv)				
a)	Description of the financial instrument, type of instrument	Phoenix Group Holdings p	Phoenix Group Holdings plc Ordinary Shares of 10 pence		
	Identification code	GB00BGXQNP29			
	Natura of the transaction	Acquisition of Partnership Shares under the Group's Share Incentive Plan - 28 (see below) Acquisition of Matching Shares under the Group's Share			
b)	Nature of the transaction	Incentive Plan - 28 (see be	low)		
b)	Nature of the transaction	Incentive Plan - 28 (see be	low) hares under the Group's Share		
	Price(s) and volume(s)	Incentive Plan - 28 (see be Acquisition of Matching SI	low) hares under the Group's Share		
b)		Incentive Plan - 28 (see be Acquisition of Matching SI Incentive Plan - 9 (see belo	low) hares under the Group's Share ow)		
		Incentive Plan - 28 (see be Acquisition of Matching SI Incentive Plan - 9 (see belo	low) hares under the Group's Share bw) Volume(s)		
c)		Incentive Plan - 28 (see be Acquisition of Matching SI Incentive Plan - 9 (see belo Price(s) 526.37p	hares under the Group's Share by) Volume(s)		
	Price(s) and volume(s)	Incentive Plan - 28 (see be Acquisition of Matching SI Incentive Plan - 9 (see belo Price(s) 526.37p	hares under the Group's Share by) Volume(s)		
c)	Price(s) and volume(s) Aggregated information	Price(s) 526.37p 0.00	hares under the Group's Share by) Volume(s)		
c)	Price(s) and volume(s) Aggregated information - Aggregated volume	Price(s) 526.37p 0.00	hares under the Group's Share by) Volume(s)		

	1	Details of the person discharging managerial responsibilities / person closely associated	
ſ	a l	Name	lacqueline Noakes

	Hame	Jucqueime nouncs			
2	Reason for the notification	r the notification			
a)	Position/status	Group Chief Operating Officer			
b)	Initial notification /Amendment	Initial Notification	Initial Notification		
3	Details of the issuer, emission allow monitor	vance market participan	t, auction platform, auctioneer or auction		
a)	Name	Phoenix Group Holdi	ngs plc		
b)	LEI	2138001P49OLAEU3	3T68		
4	Details of the transaction(s): section transaction; (iii) each date; and (iv)		each type of instrument; (ii) each type of actions have been conducted		
a)	Description of the financial instrument, type of instrument	Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29			
b)	Nature of the transaction	Acquisition of Partnership Shares under the Group's Share Incentive Plan - 29 (see below) Acquisition of Matching Shares under the Group's Share Incentive Plan - 10 (see below)			
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		526.37p	29		
		0.00	10		
d)	Aggregated information				
	- Aggregated volume	39			
	- Price	391.40p			
e)	Date of the transaction	5 December 2024			
f)	Place of the transaction	London Stock Exchan	ge (XLON)		

Details of the person discharging managerial responsibilities / person closely associated		
Name	Sara Thompson	
Reason for the notification		
Position/status	Chief People Officer	
Initial notification /Amendment	Initial Notification	
Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
Name	Phoenix Group Holdings plc	
LEI	2138001P49OLAEU33T68	
	Name Reason for the notification Position/status Initial notification /Amendment Details of the issuer, emission allow monitor Name	

4	Details of the transaction(s): section transaction; (iii) each date; and (iv)		each type of instrument; (ii) each type of actions have been conducted
a)	Description of the financial instrument	Phoenix Group Hold	ings plc Ordinary Shares of 10 pence
	Identification code	GB00BGXQNP29	
b) Nature of the transaction Acquisition of Partnership Shares Incentive Plan - 28 (see below)		ership Shares under the Group's Share see below)	
		Acquisition of Matching Shares under the Group's Share Incentive Plan - 9 (see below)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		526.37p	28
		0.00	9
d)	Aggregated information		
	- Aggregated volume	37	
	- Price	398.33p	
e)	Date of the transaction	5 December 2024	
f)	Place of the transaction	London Stock Exchange (XLON)	

a)	Name	Colin Williams	
2	Reason for the notification		
a)	Position/status	CEO - Pensions and Savings	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allow monitor	 wance market participant, auction platform, auctioneer or auctio	
a)	Name	Phoenix Group Holdings plc	
b)	LEI	2138001P49OLAEU33T68	
4	Details of the transaction(s): sectio	2138001P49OLAEU33T68 In to be repeated for (i) each type of instrument; (ii) each type of each place where transactions have been conducted	
	Details of the transaction(s): section	on to be repeated for (i) each type of instrument; (ii) each type o	
4	Details of the transaction(s): sectio transaction; (iii) each date; and (iv) Description of the financial	on to be repeated for (i) each type of instrument; (ii) each type o each place where transactions have been conducted	
4	Details of the transaction(s): section transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument	on to be repeated for (i) each type of instrument; (ii) each type of each place where transactions have been conducted Phoenix Group Holdings plc Ordinary Shares of 10 pence	
4	Details of the transaction(s): section transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code	n to be repeated for (i) each type of instrument; (ii) each type of each place where transactions have been conducted Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29 Acquisition of Partnership Shares under the Group's Share	
4	Details of the transaction(s): section transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code	Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29 Acquisition of Partnership Shares under the Group's Share Incentive Plan - 28 (see below) Acquisition of Matching Shares under the Group's Share	

		0.00	9
d)	Aggregated information		
	- Aggregated volume	37	
	- Price	398.33p	
e)	Date of the transaction	5 December 2024	
f)	Place of the transaction	London Stock Exchange (XLON)

1	Details of the person discharging m	anagerial responsibilities /	person closely associated	
a)	Name	Quentin Zentner		
2	Reason for the notification			
a)	Position/status	Group General Counsel		
b)	Initial notification /Amendment	Initial Notification		
3	Details of the issuer, emission allow monitor	 vance market participant, a	uction platform, auctioneer or auction	
a)	Name	Phoenix Group Holdings	s plc	
b)	LEI	2138001P49OLAEU33T6	58	
4	Details of the transaction(s): sectio transaction; (iii) each date; and (iv)		ch type of instrument; (ii) each type of ions have been conducted	
a)	Description of the financial instrument, type of instrument	Phoenix Group Holding	Phoenix Group Holdings plc Ordinary Shares of 10 pence	
Identification code GB00BGXQNP29				
b)	Nature of the transaction	Acquisition of Partnership Shares under the Group's Share Incentive Plan - 28 (see below) Acquisition of Matching Shares under the Group's Share Incentive Plan - 9 (see below)		
c)	Price(s) and volume(s)	(,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
		Price(s)	Volume(s)	
		526.37p	28	
		0.00	9	
d)	Aggregated information			
	- Aggregated volume	37		
	- Price	398.33p		
e)	Date of the transaction	5 December 2024	5 December 2024	
f)	Place of the transaction	London Stock Exchange	(XLON)	

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