

PDMR SHAREHOLDING

11 December 2024

Grant of Buyout Awards - Caroline Waddington

Caroline Waddington was appointed to the Company's Board of Directors as Chief Financial Officer on 16 September 2024.

On 10 December 2024, Caroline was granted the following nil-cost options over, in aggregate, 103,140 Ordinary Shares of 15 pence each (a "Share") under an arrangement to which Listing Rule 9.3.2 (2) applies in respect of the buy-out of share awards that Caroline forfeited on leaving her previous employment. The number of Shares awarded has been calculated using a market price of £7.128 per Share, being the average of the quoted closing prices of a Share for the five (5) dealing days immediately prior to 16 September 2024.

The nil-cost options will vest in tranches on the vesting dates shown in the table below, subject to the achievement of performance conditions where the nil-cost option has been granted to replace an award from Caroline's previous employer which was subject to performance conditions and to her continued employment. Following vesting, Caroline will have a period of three years within which she may exercise the relevant nil-cost option.

Dividend equivalents apply to certain of the nil-cost options, and which may result in the delivery of additional Shares (or cash) to Caroline when the relevant nil-cost option is exercised.

Post-vesting holding periods will apply to any nil-cost options which have been granted to replace awards from Caroline's previous employer which were subject to post-vesting holding periods. The post-vesting periods will end on the same date as they would have ended for the original award granted by Caroline's previous employer.

Appropriate malus and clawback provisions will apply to the nil-cost options.

PDMR	No. of shares under option (conditional awards)	No. of shares under option (performance awards)	Vesting Date
Caroline Waddington	1,640	3,358	25 March 2025
	4,369	5,478	25 March 2026
	3,816	0	11 August 2026
	3,991	14,853	25 March 2027
	3,816	0	11 August 2027
	3,548	14,965	25 March 2028
	3,816	0	11 August 2028
	3,183	14,355	25 March 2029
	3,820	0	11 August 2029
	2,918	11,394	25 March 2030
	3,820	0	11 August 2030
Total	38,737	64,403	

The Remuneration Committee believes that these awards fairly reflect the share awards Caroline forfeited in terms of value and timescale of vesting.

Grant of Buyout Awards - Hestie Reinecke

Hestie Reinecke was appointed as Chief Risk Officer on 1 October 2024.

On 10 December 2024, Hestie was granted the following awards over 131,861 Shares in respect of the buy-out of share awards that Hestie forfeited on leaving her previous employment. The number of Shares awarded has been calculated using a market price of £7.245 per Share, being the quoted closing price of a Share on 1 October 2024.

The nil-cost options will vest in tranches on the vesting dates shown in the table below, subject to the achievement of performance conditions where the nil-cost option has been granted to replace an award from Hestie's previous employer which was subject to performance conditions and to her continued employment. Following vesting, Hestie will have a period of three years within which she may exercise the relevant nil-cost option.

Appropriate malus and clawback provisions will apply to the nil-cost options.

PDMR	No. of shares under option (conditional awards)	No. of shares under option (performance awards)	Vesting Date
Hestie Reinecke	45,027	11,876	12 April 2025
	38,153	8,441	12 April 2026
	21,275	7,089	26 March 2027
Total	104,455	27,406	

The Remuneration Committee believes that these awards fairly reflect the share awards Hestie forfeited in terms of value and timescale of vesting.

Grant of Buyout Awards - Paul Loftus

Paul Loftus was appointed as General Counsel on 1 December 2024.

On 10 December 2024, Paul was granted the following awards over 6,180 Shares in respect of the buy-out of share awards that Paul forfeited on leaving his previous employment. The number of Shares awarded has been calculated using a market price of £9.035 per Share, being the quoted closing price of a Share on 2 December 2024.

The nil-cost options will vest in tranches on the vesting dates shown in the table below, subject to Paul's continued employment. Following vesting, Paul will have a period of three years within which he may exercise the relevant nil-cost option.

Post-vesting holding periods will apply to any nil-cost options which have been granted to replace awards from Paul's previous employer which were subject to post-vesting holding periods. The post-vesting periods will end on the same date as they would have ended for the original award granted by Paul's previous employer.

Appropriate malus and clawback provisions will apply to the nil-cost options.

PDMR	No. of shares under option (conditional awards)	Vesting Date
Paul Loftus	3,021	7 March 2025
	2,235	9 March 2026
	924	8 March 2027
Total	6,180	

The Remuneration Committee believes that these awards fairly reflect the share awards Paul forfeited in terms of value and timescale of vesting.

NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

This announcement is made in accordance with the UK Market 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	Caroline Waddington
2	Reason for the notification	
a)	Position/status	PDMR/Chief Financial Officer

b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	St. James's Place plc		
b)	LEI	213800M993ICXOMBCP87		
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			
Transition 1				
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 15p each GB0007669376		
b)	Nature of the transaction	Grant of buyout share options under an arrangement to which Listing Rule 9.3.2 (2) applies		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		Nil	103,140	
d)	Aggregated information: - Aggregated volume - Price	103,140 Nil		
e)	Date of the transaction	10 December 2024		
f)	Place of the transaction	Outside a trading venue		

1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name		Hestie Reinecke	
2	Reason for the notification			
a)	Position/status		PDMR/Chief Risk Officer	
b)	Initial notification /Amendment		Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name		St. James's Place plc	
b)	LEI		213800M993ICXOMBCP87	
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			
Transition 1				
a)	Description of the financial instrument, type of instrument Identification code		Ordinary shares of 15p each GB0007669376	
b)	Nature of the transaction		Grant of buy-out share awards under the St. James's Place plc CRO Buyout Awards Agreement	
c)	Price(s) and volume(s)	Price(s)		Volume(s)
		Nil		131,861

d)	Aggregated information: - Aggregated volume - Price	131,861 Nil
e)	Date of the transaction	10 December 2024
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Paul Loftus	
2	Reason for the notification		
a)	Position/status	PDMR/General Counsel	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	St. James's Place plc	
b)	LEI	213800M993ICXOMBCP87	
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		
Transition 1			
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 15p each GB0007669376	
b)	Nature of the transaction	Grant of buy-out share awards under the St. James's Place plc GC Buyout Awards Agreement	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	6,180
d)	Aggregated information: - Aggregated volume - Price	6,180 Nil	
e)	Date of the transaction	10 December 2024	
f)	Place of the transaction	Outside a trading venue	

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