

RECKITT BENCKISER GROUP PLC

DIRECTOR/PDMR SHAREHOLDINGS

Reckitt Benckiser Group plc (the "Company") announces the following changes in the interests of Directors and Persons Discharging Managerial Responsibility ("PDMR") in ordinary shares of 10 pence each in the share capital of the Company ("Shares").

Vesting of Replacement Award

As previously announced on 27 October 2023, Shannon Eisenhardt, Chief Financial Officer, was awarded 5,564 restricted Shares on 26 October 2023 in relation to the long-term incentive award over NIKE, Inc. shares granted to Shannon in December 2021, to vest in equal tranches in December 2023 and December 2024 respectively based on continued employment only. As previously announced, the first tranche vested on 11 December 2023. The second tranche of 2,782 restricted Shares vested on 10 December 2024. As part of the award, Shannon was also entitled to an accrual of 122 shares by way of a dividend equivalent on the award. 1,368 Shares were sold on 10 December 2024 at a price of £47.23 per share to release sufficient funds to settle the resultant tax and social security liabilities arising from the vesting.

The following notifications are made in accordance with DTR 3.1.2-A, incorporating article 19(1) of the Market Abuse Regulation.

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	Shannon Eisenhardt	
2	Reason for the notification		
a)	Position/status	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	Reckitt Benckiser Group plc	
b)	LEI	5493003JFSMOJG48V108	
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 10p each in Reckitt Benckiser Group plc GB00B24CGK77	
b)	Nature of the transaction	Vesting of replacement share awards in relation to former employment with NIKE, Inc and accrual of dividend equivalent shares.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	2,904
d)	Aggregated information Aggregated volume Price	N/A	
e)	Date of the transaction	2024-12-10	
f)	Place of the transaction	Outside a trading venue	

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 10p each in Reckitt Benckiser Group plc GB00B24CGK77 - ID code for ordinary shares		
b)	Nature of the transaction	Sale of shares to settle tax liabilities arising from vesting of replacement share award and dividend equivalent shares.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£47.23	1,368	
d)	Aggregated information - Aggregated volume - Price	Aggregate Price	Aggregate Volume	Aggregate Total
		£47.23	1,368	£64,610.64
e)	Date of the transaction	2024-12-10		
f)	Place of the transaction	London Stock Exchange, Main Market - XLON		

CONTACT DETAILS:

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About Reckitt:

Reckitt* exists to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world. We believe that access to the highest-quality hygiene, wellness and nourishment is a right, not a privilege.

Reckitt is the company behind some of the world's most recognisable and trusted consumer brands in hygiene, health and nutrition, including Air Wick, Calgon, Cillit Bang, Dettol, Durex, Enfamil, Finish, Gaviscon, Harpic, Lysol, Mortein, Mucinex, Nurofen, Nutramigen, Strepsils, Vanish, Veet, Woolite and more.

Every day, more than 20 million Reckitt products are bought globally. We always put consumers and people first, seek out new opportunities, strive for excellence in all that we do and build shared success with all our partners. We aim to do the right thing, always.

We are a diverse global team of c. 40,000 colleagues. We draw on our collective energy to meet our ambitions of purpose-led brands, a healthier planet and a fairer society. Find out more, or get in touch with us at www.reckitt.com

* Reckitt is the trading name of the Reckitt Benckiser group of companies

Reckitt Benckiser Group plc's LEI code is 5493003JFSMOJG48V108

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