

AJ Bell plc
("AJ Bell" or the "Company")
Director/PDMR Transactions - Initial Notification

The Company announces that on 10 December 2024:

Kina Sinclair, the Group Legal Director and a person discharging managerial responsibility (**PDMR**) in the Company, sold 4,127 ordinary shares of £0.000125 each in the Company (**Ordinary Shares**) for £4.661 per Ordinary Share. Following the above transaction, the number of Ordinary Shares in which Kina has an interest is 11,013 Ordinary Shares, which represents approximately 0.003% of the issued share capital; and

Karen Goodman, the Chief Risk Officer and a PDMR in the Company, sold 4,600 Ordinary Shares for £4.801 per Ordinary Share. Following the above transaction, the number of Ordinary Shares in which Karen has an interest is 5,900 Ordinary Shares, which represents approximately 0.001% of the issued share capital.

This announcement, including the notification below, is made in accordance with the requirements of the UK 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	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)	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Price(s)</td> <td style="width: 50%;">Volume(s)</td> </tr> <tr> <td style="text-align: center;">4.661</td> <td style="text-align: center;">4,127</td> </tr> </table>	Price(s)	Volume(s)	4.661	4,127
Price(s)	Volume(s)					
4.661	4,127					
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction				

f)	Date of the transaction	10 December 2024
g)	Place of the transaction	London Stock Exchange

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	213800VNKA7DPW/XWJJ36				
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)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>4.801</td> <td>4,600</td> </tr> </table>	Price(s)	Volume(s)	4.801	4,600
Price(s)	Volume(s)					
4.801	4,600					
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction				
f)	Date of the transaction	10 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: 11 December 2024

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