

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

The Company announces that Evelyn Bourke, a Non-Executive Director and a person discharging managerial responsibility (**PDMR**) in the Company, sold 20,905 ordinary shares of £0.000125 each in the Company (**Ordinary Shares**) for £4.78363 per Ordinary Share on 11 December 2024.

Following the above transaction, the number of Ordinary Shares in which Evelyn has an interest is 64,392 Ordinary Shares, which represents approximately 0.016% 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	Evelyn Bourke				
2	Reason for the notification					
a)	Position/status	Non-Executive 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	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" 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;">4.78363</td> <td style="text-align: center;">20,905</td> </tr> </table>	Price(s)	Volume(s)	4.78363	20,905
Price(s)	Volume(s)					
4.78363	20,905					
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction				
f)	Date of the transaction	11 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: 12 December 2024

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHZZMMZVZMGDZM