

**AJ Bell plc**  
**("AJ Bell" or the "Company")**

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

The Company announces that on 17 December 2024 Peter Birch, the Chief Financial Officer and a person discharging managerial responsibility (**PDMR**) in the Company, acquired 55,000 ordinary shares of £0.000125 each in the Company (**Ordinary Shares**) after exercising nominal cost options under the Company's Executive Incentive Plan (**EIP**); and then sold 25,853 of those Ordinary Shares at a price of £4.59 per Ordinary Share in order to pay associated income tax and national insurance contribution liabilities.

Following the above transactions, the number of Ordinary Shares in which Peter Birch has an interest is 36,204 Ordinary Shares, which represents approximately 0.009% of the issued share capital.

The above notifications, made in accordance with the requirements of the UK Market Abuse Regulation, provide further details.

For further information, please contact:

**AJ Bell plc**

Kina Sinclair, Company Secretary

+44 (0) 7701 390 708

18 December 2024

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Peter Birch
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Financial Officer/PDMR
b)	Initial notification /Amendment	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	AJ Bell plc
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.000125 each
	Identification code	GB00BFZNLB60
b)	Nature of the transaction	Exercise of EIP options
c)	Currency	GBP
d)	Price(s) and volume(s)	Price(s)   Volume(s)

		0.000125	55,000
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction	
f)	Date of the transaction	17 December 2024	
g)	Place of the transaction	Outside a trading venue	

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<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Peter Birch	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chief Financial Officer/PDMR	
b)	Initial notification /Amendment	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of £0.000125 each  GB00BFZNLB60	
b)	Nature of the transaction	Exercise of EIP options	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		4.59	25,853
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction	
f)	Date of the transaction	17 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: 18 December 2024

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