

03 January 2025

**Personal Group Holdings plc**

("the Company")

**PDMR Share Dealing**

Personal Group Holdings Plc operates an Inland Revenue approved Employee Share Ownership Plan (the "Plan") which allows employees and directors of the Company the opportunity to acquire ordinary shares of 5p each in the Company ("Shares") currently held by Personal Group Trustees Limited.

The latest allocation period ended on 31 December 2024 and on 1 January 2025 certain PDMRs acquired Shares as follows:

<i>PDMR</i>	<i>Price paid per Share</i>	<i>No. of Shares purchased</i>	<i>Total number of Shares held following transaction</i>	<i>% of Company's issued share capital held following transaction</i>
Sarah Mace, Chief Financial Officer	172.00p	84	16,525	0.053
Karen Thomley, Chief Commercial Officer	172.00p	10	8,691	0.028

Under the Rules of the Plan, the share price at which the Shares are purchased is the lower of the mid-market value at the start or end of the relevant accumulation period.

1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	1. Sarah Mace 2. Karen Thomley		
2	Reason for the notification			
a)	Position/status	1. Sarah Mace - Director / PDMR 2. Karen Thomley - PDMR		
b)	Initial notification / Amendment	Initial		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Personal Group Holdings Plc		
b)	LEI	213800TN8BH2YYWAH345		
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	Ordinary shares of 5p each		
	Identification code	ISIN: GB0002760279		
b)	Nature of the transaction	Purchase of shares pursuant to Personal Group Share Investment Plan		
c)	Price(s) and volume(s)	Director/PDMR	Price(s)	Volume(s)
		1. S Mace 2. K Thomley	172.00p 172.00p	84 10
d)	Aggregated information			
	- Aggregated volume	94 shares		
	- Price	£1.72 per share		

e)	Date of the transaction	1 January 2025
f)	Place of the transaction	Outside a trading venue

**-ENDS-**

**For more information please contact:**

**Personal Group Holdings Plc** +44 (0)1908 605 000

Paula Constant / Sarah Mace

**Canaccord Genuity Limited (Nominated Adviser & Broker)** +44 (0)20 7523 8000

Max Hartley / Harry Rees

**Alma Strategic Communications** +44 (0)20 3405 0205

Caroline Forde / Joe Pederzoli / Kinvara Verdon [personalgroup@almastrategic.com](mailto:personalgroup@almastrategic.com)

#### **Notes to Editors**

Personal Group Holdings Plc (AIM: PGH) is a workforce benefits and health insurance provider. Its vision is to be the champion of affordable and accessible insurance and benefits, keeping businesses and their employees happy, healthy and protected. The Group is proud to support the health and wellbeing of c. 1.25 million UK employees.

The Group's insurance provides employees with access to affordable, individual policies for hospital, recovery and death benefit plans. The Group's award-winning benefits platform, Hapi, brings together extensive employee benefits, discounts and rewards, in one responsive platform. As well as being sold direct to employers, the Hapi platform supports Sage's Employee Benefits offerings for SMEs.

This comprehensive range of offerings, powerful platform and unique sales model of face-to-face, one-to-one engagement with employees, provides Personal Group with a strong market position from which to grow.

Head-quartered in Milton Keynes, the Group has built an extensive blue-chip customer list over its 40-year history, including Airtanker, B & Q, Barchester Healthcare, British Transport Police, Merseyrail, Office of National Statistics, Randstad, Royal Mail Group, The Royal Mint, Stagecoach Group plc, and The University of York.

For further information on the Group please see [www.personalgroup.com](http://www.personalgroup.com)

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