

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

AJ Bell announces that on 14 January 2025, it was notified of the following transactions (**Transactions**) which took place on 8 January 2025:

As part of an offer of free shares to all eligible employees under the Company's HM Revenue and Customs approved Buy As You Earn scheme (**BAYE**):

- (1) each person discharging managerial responsibilities (**PDMR**) in AJ Bell who is named in column (1) of the below table received the number of ordinary shares of £0.000125 each (**Ordinary Shares**) in the issued share capital of AJ Bell set alongside their respective names in column (2) of the below table for nil consideration.

(1)	(2)
PDMR	Number of Ordinary Shares acquired
Mo Tagari	23
Liz Carrington	23
Billy Mackay	23
Karen Goodman	23
Kina Sinclair	451
Charlie Musson	23
Ryan Hughes	23

- (2) Nick Carrington, who is a person closely associated (**PCA**) with Liz Carrington, a PDMR, received 23 Ordinary Shares for nil consideration.

- (3) Following completion of the above Transactions, each PDMR who is named in column (1) of the below table is interested in the number of Ordinary Shares in AJ Bell and percentage of AJ Bell's issued share capital set alongside their respective name in columns (2) and (3) of the below table.

(1)	(2)	(3)
PDMR	Number of Ordinary Shares in which interested	% of issued share capital
Mo Tagari	137,320	0.033%
Liz Carrington	526,810	0.128%
Billy Mackay	1,366,507	0.331%
Karen Goodman	5,954	0.001%
Kina Sinclair	11,495	0.003%
Charlie Musson	358,738	0.087%
Ryan Hughes	126,478	0.031%

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

ENQUIRIES

AJ Bell

Kina Sinclair, Group Legal Director & Company Secretary

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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	Mohamed Tagari	
2	Reason for the notification		
a)	Position/status	Chief Technology 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	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	Award of free shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£ nil	23
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	8 January 2025	
g)	Place of the transaction	Outside of a trading venue	

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	Elizabeth Carrington	
2	Reason for the notification		
a)	Position/status	HR 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	Award of free shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£ nil	23
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	8 January 2025	
g)	Place of the transaction	Outside of a trading venue	

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	Billy Mackay	
2	Reason for the notification		
a)	Position/status	Advised Managing 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	Ordinary shares of £0.000125 each	
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Award of free shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£ nil	23
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	8 January 2025	
g)	Place of the transaction	Outside of a trading venue	

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	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	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	Award of free shares under BAYE
c)	Currency	GBP
d)	Price(s) and volume(s)	Price(s) Volume(s)
		£ nil 23
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction
f)	Date of the transaction	8 January 2025
g)	Place of the transaction	Outside of a trading venue

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 Services Director & Company Secretary/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	Award of free shares under BAYE
c)	Currency	GBP

d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£ nil	451
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	8 January 2025	
g)	Place of the transaction	Outside of a trading venue	

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	Charlie Musson	
2	Reason for the notification		
a)	Position/status	Acting D2C Managing 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	Award of free shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£ nil	23
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	8 January 2025	
g)	Place of the transaction	Outside of a trading venue	

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	Ryan Hughes	
2	Reason for the notification		
a)	Position/status	Managing Director AJ Bell Investments/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	Award of free shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£ nil	23
e)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction	
f)	Date of the transaction	8 January 2025	
g)	Place of the transaction	Outside of a trading venue	

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	Nicholas Carrington	
2	Reason for the notification		
a)	Position/status	PCA with Elizabeth Carrington, HR 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	Award of free shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)

d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£ nil	23
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	8 January 2025	
g)	Place of the transaction	Outside a trading venue	

Name of officer of issuer responsible for making notification: Kina Sinclair (**Company Secretary**)

Date of notification: 14 January 2025

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