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 13 January 2025:

(1) that each person discharging managerial responsibilities (PDMR) in AJ Bell who is named in column (1) of the below table purchased 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 under the Company's Buy As You Earn scheme (BAYE) at a price of £4.07 per Ordinary Share.

(1)	(2)
PDMR	Number of Ordinary Shares acquired
Mo Tagari	37
Liz Carrington	37
Billy Mackay	37
Karen Goodman	37
Kina Sinclair	37
Charlie Musson	37
Ryan Hughes	37

- (2) that Nick Carrington, who is a person closely associated (**PCA**) with Liz Carrington, a PDMR, purchased 37 Ordinary Shares (**Ordinary Shares**) under the BAYE at a price of £4.07 per Ordinary Share.
- (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 names 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	137,357	0.033%
Liz Carrington	526,884	0.128%
Billy Mackay	1,366,544	0.331%
Karen Goodman	5,991	0.001%
Kina Sinclair	11,532	0.003%
Charlie Musson	358,775	0.087%
Ryan Hughes	126,515	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 +44 (0) 7701390708

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/PD	MR
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issue auctioneer or auction		narket participant, auction platform,
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
4	Details of the transact each type of transact been conducted	ion(s): section to be repea on; (iii) each date; and (iv	ted for (i) each type of instrument; (ii)) each place where transactions have
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.00012	15 each
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under B.	AYE
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		4.07	37
e)	Aggregated information		
	- Aggregated volume	N/A single transaction	
	- Price		
	- Aggregated total		
f)	Date of the transaction	13 January 2025	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Elizabeth Carrington	
2	Reason for the notifica	ition	
a)	Position/status	HR Director/PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issue auctioneer or auction	r, emission allowance market participant, auction platform, 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; (i each type of transaction; (iii) each date; and (iv) each place where transactions hav 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	Purchase of shares under BAYE	

c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		4.07	37
e)	Aggregated information		
	- Aggregated volume	N/A single transaction	
	- Price		
	- Aggregated total		
f)	Date of the transaction	13 January 2025	
g)	Place of the transaction	London Stock Exchange	

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/I	PDMR
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issue auctioneer or auction		narket participant, auction platform,
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	3
4	Details of the transact each type of transacti been conducted	ion(s): section to be repea on; (iii) each date; and (iv	nted for (i) each type of instrument; (ii) ach place where transactions have
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.00012	25 each
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under B	AYE
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		4.07	37
e)	Aggregated information		
	- Aggregated volume	N/A single transaction	
	- Price		
	- Aggregated total		
f)	Date of the transaction	13 January 2025	
g)	Place of the transaction	London Stock Exchange	

	1		
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		on(s): section to be repeated for (i) each type of instrument; (ii) on; (iii) each date; and (iv) each place where transactions have		
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.000125 each		
	Identification code	GB00BFZNLB60		
b)	Nature of the transaction	Purchase of shares under BAYE		
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		4.07	37	
e)	Aggregated information			
	- Aggregated volume	N/A single transaction		
	- Price			
	- Aggregated total			
f)	Date of the transaction	13 January 2025		
g)	Place of the transaction	London Stock Exchange		

a) Name Kina Sinclair 2 Reason for the notification a) Position/status Group Legal 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 hav been conducted a) Description of the financial instrument, type of instrument Ordinary shares of £0.000125 each a) Description of the financial instrument GB00BFZNLB60 b) Nature of transaction Plice(s) Volume(s) c) Currency GBP d) Price(s) and volume(s) Price(s) Volume(s) 4.07 37 in Aggregated information - Aggregated total N/A single transaction - Aggregated total f) Date of the transaction 13 January 2025	1	Details of the person discharging managerial responsibilities/person closely associated		
a) Position/status Group Legal 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 b) Nature of the transaction GB00BFZNLB60 b) Nature of the transaction Price(s) d) Price(s) and volume(s) Price(s) 4.07 37 e) Aggregated information - Aggregated total N'A single transaction	a)	Name Kina Sinclair		
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 b) Nature of the transaction Ordinary shares of £0.000125 each c) Currency GBP d) Price(s) and volume(s) Price(s) volume(s) Price(s) Volume(s) e) Aggregated information - Aggregated volume - Price N/A single transaction	2	Reason for the notifica	tion	
7 Amendment International and the second and the s	a)	Position/status	Group Legal Director & Corr	npany Secretary/PDMR
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, type of instrument Ordinary shares of £0.000125 each b) Nature of the fransaction Ordinary shares of £0.000125 each b) Nature of the transaction GB00BFZNLB60 b) Nature of the transaction Purchase of shares under BAYE c) Currency GBP d) Price(s) and volume(s) Price(s) Volume(s) e) Aggregated information - Aggregated volume - Price - Aggregated total N/A single transaction	b)		Initial Notification	
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 b) Nature of the transaction Ordinary shares of £0.000125 each b) Nature of the transaction GB00BFZNLB60 b) Nature of the transaction Purchase of shares under BAYE c) Currency GBP d) Price(s) and volume(s) Price(s) Volume(s) e) Aggregated information - Aggregated volume N/A single transaction 37 e) Aggregated total N/A single transaction 10	3			narket participant, auction platform,
A generation 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, type of instrument, type of instrument Ordinary shares of £0.000125 each b) Nature of the transaction GB00BFZNLB60 c) Nature of the transaction Purchase of shares under BAYE d) Price(s) and volume(s) Price(s) volume(s) 4.07 37 e) Aggregated information - Aggregated total N/A single transaction	a)	Name	AJ Bell plc	
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 b) Nature of the transaction GB00BFZNLB60 b) Nature of the transaction Purchase of shares under BAYE c) Currency GBP d) Price(s) and volume(s) Price(s) e) Aggregated information - Aggregated volume N/A single transaction	b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	3
financial instrument, type of instrument GB00BFZNLB60 b) Nature of the transaction Purchase of shares under BAYE c) Currency GBP d) Price(s) and volume(s) Price(s) Volume(s) e) Aggregated information - Aggregated volume N/A single transaction - Price - Aggregated total N/A single transaction	4	each type of transacti		
b) Nature of the transaction Purchase of shares under BAYE c) Currency GBP d) Price(s) and volume(s) Price(s) volume(s) Volume(s) 4.07 37 e) Aggregated information - Aggregated volume N/A single transaction - Price - Aggregated total	a)	financial instrument,	Ordinary shares of £0.000125 each	
c) Currency GBP d) Price(s) and volume(s) Price(s) Volume(s) e) Aggregated information - - Aggregated volume N/A single transaction - Price - - Aggregated total Volume(s)		Identification code	GB00BFZNLB60	
d) Price(s) and volume(s) Price(s) Volume(s) e) Aggregated information - Aggregated volume N/A single transaction - Price - Aggregated total N/A single transaction	b)		Purchase of shares under B	AYE
e) Aggregated information - Aggregated volume N/A single transaction - Price - Aggregated total	c)	Currency	GBP	
e) Aggregated information - Aggregated volume N/A single transaction - Price - Aggregated total	d)	Price(s) and volume(s)	Price(s)	Volume(s)
Aggregated volume N/A single transaction Price Aggregated total			4.07	37
- Price - Aggregated total	e)	Aggregated information		
- Aggregated total		- Aggregated volume	N/A single transaction	
		- Price		
f) Date of the transaction 13 January 2025		- Aggregated total		
	f)	Date of the transaction	13 January 2025	

g)	Place transaction	of	the	London Stock Exchange
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1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Charles Musson		
2	Reason for the notifica	tion		
a)	Position/status	D2C Managing Director/PDN	MR	
b)	Initial notification /Amendment	Initial Notification		
3	Details of the issue auctioneer or auction		narket participant, auction platform,	
a)	Name	AJ Bell plc		
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	3	
4	Details of the transact each type of transacti been conducted	tion(s): section to be repeated for (i) each type of instrument; (ii) on; (iii) each date; and (iv) each place where transactions have		
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.000125 each		
	Identification code	GB00BFZNLB60		
b)	Nature of the transaction	Purchase of shares under B	AYE	
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		4.07	37	
e)	Aggregated information		1	
	- Aggregated volume	N/A single transaction		
	- Price			
	- Aggregated total			
f)	Date of the transaction	13 January 2025		
g)	Place of the transaction	London Stock Exchange		

1	Details of the person of	tails of the person discharging managerial responsibilities/person closely associated		
a)	Name	Ryan Hughes		
2	Reason for the notification	ion		
a)	Position/status	Managing Director, AJ Bell Investments/PDMR		
b)	Initial notification /Amendment	Initial Notification		
3	Details of the issue auctioneer or auction	r, emission allowance market participant, auction platform, 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	Purchase of shares under BAYE		

.,	transaction		
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		4.07	37
e)	Aggregated information		1
	- Aggregated volume	N/A single transaction	
	- Price		
	- Aggregated total		
f)	Date of the transaction	13 January 2025	
g)	Place of the transaction	London Stock Exchange	

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 transact each type of transacti been conducted	s of the transaction(s): section to be repeated for (i) each type of instrument; (ii) ype of transaction; (iii) each date; and (iv) each place where transactions have onducted		
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.000125 each GB00BFZNLB60		
	Identification code			
b)	Nature of the transaction	Purchase of shares under BAYE		
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		4.07	37	
e)	Aggregated information		<u> </u>	
	- Aggregated volume	N/A single transaction		
	- Price			
	- Aggregated total			
f)	Date of the transaction	13 January 2025		
g)	Place of the transaction	London Stock Exchange		

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

Date of notification: 14 January 2025

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