

DIRECTOR/PDMR SHAREHOLDING

4 February 2025

The Sage Group plc. ("**Sage**")

Notification of Transactions by Persons Discharging Managerial Responsibilities

This notification relates to transactions notified in accordance with Article 19(3) of the UK Market Abuse Regulation.

Sage announces that, on 3 February 2025, the undernoted persons discharging managerial responsibilities for Sage (each a "PDMR") acquired ordinary shares of $\pounds^{1/77}$ pence each in Sage at the purchase price set out below, in accordance with the rights they acquired under the Sage Colleague Share Purchase Plan (the "CSPP") on 1 August 2024 to purchase such ordinary shares.

In accordance with the CSPP rules, the purchase price per ordinary share was the lesser of 85% of the fair market value of an ordinary share as at (i) the award date, being 1 August 2024 and (ii) the purchase date, being 3 February 2025. The purchase price was funded by monthly contributions, made by the relevant PDMR during the offering period, which have been converted from USD to GBP using the prevailing exchange rate at the time of purchase.

PDMR	Number of shares purchased under the CSPP	Purchase price per share	Resultant total shareholding
Aaron Harris	523	£9.231	280,453
Walid Abu-Hadba	523	£9.231	331,048

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Aaron Harris
2	Reason for the notification	
a)	Position/status	Chief Technology Officer
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	The Sage Group plc.
b)	LEI	2138005RNSXYLTF8G138
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

	Identification code	ISIN: GB00B8C3BL03					
b)	Nature of the transaction	Purchase of ordinary shares in Sage in accordance with the rights acquired to purchase such shares under the CSPP.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£9.231</td><td>523</td></tr></table>		Price(s)	Volume(s)	£9.231	523
Price(s)	Volume(s)						
£9.231	523						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	3 February 2025					
f)	Place of the transaction	London Stock Exchange					

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Walid Abu-Hadba				
2	Reason for the notification					
a)	Position/status	Chief Product Officer				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	The Sage Group plc.				
b)	LEI	2138005RN5XYLTF8G138				
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					
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e)	Date of the transaction	3 February 2025				
f)	Place of the transaction	London Stock Exchange				

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