

DIRECTOR/PDMR SHAREHOLDING

11 February 2025

The Sage Group plc. ("Sage")

Notification of Transactions by Persons Discharging Managerial Responsibilities ("PDMRs") and Persons Closely Associated with them

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

On 7 February 2025, the PDMRs noted below, who are members of the Executive Leadership Team of Sage, were granted conditional share awards over ordinary shares of 1^{4/77} pence each in Sage ("Shares") under The Sage Group plc Long Term Incentive Plan ("LTIP").

No price is payable by the PDMRs on either the grant or vesting of these share awards.

These share awards will vest on the date set out in the table below, subject to continued employment and/or performance conditions (as applicable). The vested shares of Steve Hare and Jonathan Howell will be subject to a two-year holding period after the vesting date and will be released on 2 December 2029.

These share awards are subject to malus (withholding) and clawback (recovery).

PDMRs	Number of Shares subject to LTIP awards (Performance)	Number of Shares subject to LTIP awards (Underpin)	Vest date	Total number of Shares subject to share awards granted to PDMR
Steve Hare	324,314		2 December 2027	324,314
Jonathan Howell	156,580		2 December 2027	156,580
Walid Abu-Hadba	3,736		2 December 2027	11,208
		3,736	2 December 2027	
		3,736	2 December 2027	

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Steve Hare
2	Reason for the notification	
a)	Position/status	Chief Executive 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	

a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Grant of share award under The Sage Group plc Long Term Incentive Plan				
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>324,314</td></tr></table>	Price	Volume	Nil	324,314
Price	Volume					
Nil	324,314					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	7 February 2025				
f)	Place of the transaction	Outside a trading venue				

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Jonathan Howell					
2	Reason for the notification						
a)	Position/status	Chief Financial 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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b)	Nature of the transaction	Grant of share award under The Sage Group plc Long Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>156,580</td></tr></table>		Price	Volume	Nil	156,580
Price	Volume						
Nil	156,580						
d)	Aggregated information - Aggregated volume	N/A - single transaction					

	- Price	
e)	Date of the transaction	7 February 2025
f)	Place of the transaction	Outside a trading venue

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					
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Grant of share award under The Sage Group plc Long Term Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume</td> </tr> <tr> <td>Nil</td> <td>11,208</td> </tr> </table>	Price	Volume	Nil	11,208
Price	Volume					
Nil	11,208					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	7 February 2025				
f)	Place of the transaction	Outside a trading venue				

Name of contact:	Mohor Roy, Deputy Company Secretary
Telephone number of contact:	+ 44(0) 203 810 7200

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