

DIRECTOR/PDMR SHAREHOLDING

11 February 2025

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

### Notification of Transactions of Persons Discharging Managerial Responsibilities ("PDMRs")

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

On 10 February 2025, Sage was notified that Aaron Harris, who is a member of the Sage Executive Leadership Team, sold 50,000 ordinary shares of 1<sup>4/77</sup> pence each in Sage ("**Shares**") at a price of £13.1746 per share.

Following this sale, the resultant total shareholding of Aaron Harris is 230,453 Shares.

**Notifications 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	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	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	Sale of ordinary shares of 1 <sup>4/77</sup> pence each in Sage					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>13.1746</td><td>50,000</td></tr></table>		Price(s)	Volume(s)	13.1746	50,000
Price(s)	Volume(s)						
13.1746	50,000						
d)	Aggregated information  - Aggregated volume  - Price	N/A - single transaction					
e)	Date of the transaction	10 February 2025					

f)	Place of the transaction	London Stock Exchange
----	--------------------------	-----------------------

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

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHBRGDDRUBDGUB