

DIRECTOR/PDMR SHAREHOLDING

19 February 2025

The Sage Group plc. ("Sage")

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

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

Sage announces that it was notified on 18 February 2025 that the following ordinary shares of 1^{4/77} pence each in Sage ("Shares") were automatically acquired on behalf of the undernoted PDMRs of Sage on 17 February 2025. The Shares were acquired automatically through Sage's Dividend Reinvestment Plan ("DRIP") and are held in their Employee Share Accounts.

PDMRs	Number of ordinary shares acquired	Price	Resultant total shareholding*
Steve Hare	5,040	£13.2083	537,811
Derk Bleeker	2,146	£13.2083	214,173
Vicki Bradin	1,050	£13.2083	105,541
Amanda Cusdin	1,533	£13.2083	152,932
Amy Lawson	760	£13.2083	75,812
Aaron Harris	2,834	£13.2083	233,287
Walid Abu-Hadba	1,025	£13.2083	332,073

* Shares held by the PDMR's Person(s) Closely Associated are included in the Resultant total shareholding as applicable

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	Ordinary shares
	Identification code	ISIN: GB00B8C3BL03
b)	Nature of the transaction	Acquisition of ordinary shares through Sage's Dividend Reinvestment Plan (DRIP)

c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£13.2083</td><td>5,040</td></tr></table>	Price(s)	Volume(s)	£13.2083	5,040
Price(s)	Volume(s)					
£13.2083	5,040					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	17 February 2025				
f)	Place of the transaction	London Stock Exchange				

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Derk Bleeker					
2	Reason for the notification						
a)	Position/status	Chief Commercial 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	Acquisition of ordinary shares through Sage's Dividend Reinvestment Plan (DRIP)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£13.2083</td><td>2,146</td></tr></table>		Price(s)	Volume(s)	£13.2083	2,146
Price(s)	Volume(s)						
£13.2083	2,146						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	17 February 2025					
f)	Place of the transaction	London Stock Exchange					

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Vicki Bradin
2	Reason for the notification	
a)	Position/status	General Counsel and Company Secretary

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	Acquisition of ordinary shares through Sage's Dividend Reinvestment Plan (DRIP)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£13.2083</td><td>1,050</td></tr></table>		Price(s)	Volume(s)	£13.2083	1,050
Price(s)	Volume(s)						
£13.2083	1,050						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	17 February 2025					
f)	Place of the transaction	London Stock Exchange					

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Amanda Cusdin
2	Reason for the notification	
a)	Position/status	Chief People 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	Acquisition of ordinary shares through Sage's Dividend Reinvestment Plan (DRIP)
c)	Price(s) and volume(s)	

c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£13.2083	1,533
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction	
e)	Date of the transaction	17 February 2025	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Amy Lawson				
2	Reason for the notification					
a)	Position/status	Chief Brand and Corporate Affairs 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	Acquisition of ordinary shares through Sage's Dividend Reinvestment Plan (DRIP)				
c)	Price(s) and volume(s)	<table> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>£13.2083</td><td>760</td></tr> </table>	Price(s)	Volume(s)	£13.2083	760
Price(s)	Volume(s)					
£13.2083	760					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	17 February 2025				
f)	Place of the transaction	London Stock Exchange				

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	Acquisition of ordinary shares through Sage's Dividend Reinvestment Plan (DRIP)				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£13.2083</td><td>2,834</td></tr></table>	Price(s)	Volume(s)	£13.2083	2,834
Price(s)	Volume(s)					
£13.2083	2,834					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	17 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						
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares ISIN: GB00B8C3BL03					
b)	Nature of the transaction	Acquisition of ordinary shares through Sage's Dividend Reinvestment Plan (DRIP)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£13.2083</td><td>1,025</td></tr></table>		Price(s)	Volume(s)	£13.2083	1,025
Price(s)	Volume(s)						
£13.2083	1,025						

d)	Aggregated information - Aggregated volume - Price	N/A - single transaction
e)	Date of the transaction	17 February 2025
f)	Place of the transaction	London Stock Exchange

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