RNS Number: 7026Z Phoenix Group Holdings PLC 06 March 2025

06 March 2025

Director/PDMR Shareholding

Notification of monthly investment in the Phoenix Group Holdings plc Share Incentive Plan ('SIP')

Computershare Trustees Limited (the 'Trustees') of the Phoenix Group Holdings plc SIP, notified the Company on 06 March 2025 that it purchased ordinary shares of 10 pence each at a price of 522.00 pence per share on 05 March 2025 under the 'Partnership' and 'Matching' element of the Company's SIP.

Under the terms of the SIP, each eligible participating employee can contribute from monthly salary to purchase 'Partnership Shares' and the Company matches this based on a one for one ratio up to a maximum of £50. The following table details the number of Partnership and Matching Shares purchased and awarded by the Company's Persons Discharging Managerial Responsibilities ('PDMRs').

	Number of Partnership shares purchased under the SIP for the month	Number of Matching shares awarded under the SIP for the month
Andrew Briggs	30	10
Arlene Cairns	29	10
Andrew Curran	9	9
Michael Eakins	30	10
Dean Galligan	28	9
Tom Ground	29	9
Claire Hawkins	29	9
Nicolaos Nicandrou	28	9
Jacqueline Noakes	30	10
Sara Thompson	29	9
Colin Williams	28	9
Quentin Zentner	29	9

Notification and public disclosure of transactions by persons discharging managerial responsibilities

The Notification of Dealing Forms for each PDMR can be found below. This announcement is made in accordance with the UK Markets Abuse Regulation (Regulation (EU) 596/2014, as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018).

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Andrew Briggs	
2	Reason for the notification		
a)	Position/status	Group 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	Phoenix Group Holdings plc	
b)	LEI	2138001P49OLAEU33T68	
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	Phoenix Group Holdings plc Ordinary Shares of 10 pence	
	Identification code	GB00BGXQNP29	

b)	Nature of the transaction	Incentive Plan - 30 (s	ning Shares under the Group's Share
c)	Price(s) and volume(s)	Drive (s)	Malamata)
		Price(s)	Volume(s)
		522.00p	30
		0.00	10
d)	Aggregated information	1	<u> </u>
	- Aggregated volume	40	
	- Price	391.50p	
e)	Date of the transaction	5 March 2025	
f)	Place of the transaction	London Stock Exchar	nge (XLON)

		l.	
1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Arlene Cairns	
2	Reason for the notification		
a)	Position/status	Life CFO & Group Performan	ce Director
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allow monitor	/ance market participant, auctio	on platform, auctioneer or auction
a)	Name	Phoenix Group Holdings plc	
b)	LEI	2138001P49OLAEU33T68	
4	Details of the transaction(s): section transaction; (iii) each date; and (iv)		
a)	Description of the financial instrument, type of instrument Identification code	Phoenix Group Holdings plc GB00BGXQNP29	Ordinary Shares of 10 pence
b)	Nature of the transaction	Incentive Plan - 29 (see belo	res under the Group's Share
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		522.00p 0.00	10
d)	Aggregated information		
	- Aggregated volume	20	

	- Aggregateu volullie	37
	- Price	388.15p
e)	Date of the transaction	5 March 2025
f)	Place of the transaction	London Stock Exchange (XLON)

1	Details of the person discharging m	anagerial responsibilities / per	son closely associated
a)	Name	Andrew Curran	
2	Reason for the notification		
a)	Position/status	CEO Standard Life	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allow	rance market participant, aucti	ion platform, auctioneer or auction
	monitor	,	•
a)	Name	Phoenix Group Holdings plo	С
b)	LEI	2138001P49OLAEU33T68	
4	Details of the transaction(s): section transaction; (iii) each date; and (iv)		
a)	Description of the financial		
-,	instrument, type of instrument	Phoenix Group Holdings plo	c Ordinary Shares of 10 pence
	Identification code	GB00BGXQNP29	
b) Nature of the transaction Acquisition of Partnership Shares under the G Incentive Plan - 9 (see below)			
		Acquisition of Matching Sha Incentive Plan - 9 (see below	ares under the Group's Share w)
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		522.00p	9
		0.00	9
d)	Aggregated information		
u)	Aggregated information		
	- Aggregated volume	18	
	- Price	261.00p	
e)	Date of the transaction	5 March 2025	

1 D	Details of the person discharging managerial responsibilities / person closely associated	
a) N	Name	Michael Eakins
2 R	Reason for the notification	

a)	Position/status	Group Chief Investme	nt Officer
o)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allow monitor	vance market participant	, auction platform, auctioneer or auctio
a)	Name	Phoenix Group Holdir	ngs plc
o)	LEI	2138001P49OLAEU33	T68
4	Details of the transaction(s): sectio transaction; (iii) each date; and (iv)		ach type of instrument; (ii) each type o ctions have been conducted
a)	Description of the financial instrument, type of instrument	Phoenix Group Holdir	ngs plc Ordinary Shares of 10 pence
b)	Nature of the transaction	Acquisition of Partnership Shares under the Group's Share Incentive Plan - 30 (see below) Acquisition of Matching Shares under the Group's Share Incentive Plan - 10 (see below)	
c)	Price(s) and volume(s)	Price(s) 522.00p 0.00	Volume(s) 30 10
d)	Aggregated information		
	- Aggregated volume	40	
	- Price	391.50p	
-1	Date of the transaction	5 March 2025	
9)		London Stock Exchange (XLON)	

1 Details of the person discharging managerial responsibilities / person closely associated		anagerial responsibilities / person closely associated
a)	Name	Dean Galligan
2	Reason for the notification	
a)	Position/status	Chief Capital Officer
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auctio monitor	
a)	Name	Phoenix Group Holdings plc
b)	LEI	2138001P49OLAEU33T68
4		n to be repeated for (i) each type of instrument; (ii) each type or each place where transactions have been conducted

	instrument, type of instrument	Phoenix Group Hold	ings plc Ordinary Shares of 10 pence
	Identification code	GB00BGXQNP29	
b)	Nature of the transaction	Incentive Plan - 28 (s	ning Shares under the Group's Share
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		522.00p	28
		0.00	9
d)	Aggregated information		
	- Aggregated volume	37	
	- Price	395.02p	
e)	Date of the transaction	5 March 2025	
f)	Place of the transaction	London Stock Exchar	nge (XLON)

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Tom Ground	
2	Reason for the notification		
a)	Position/status	CEO - Retirement Solutions	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allow monitor	 wance market participant, auctic	on platform, auctioneer or auction
a)	Name	Phoenix Group Holdings plc	
b)	LEI	2138001P49OLAEU33T68	
4	Details of the transaction(s): section transaction; (iii) each date; and (iv)		
a)	Description of the financial instrument, type of instrument	Phoenix Group Holdings plc GB00BGXQNP29	Ordinary Shares of 10 pence
b)	Nature of the transaction	Acquisition of Partnership S Incentive Plan - 29 (see belo Acquisition of Matching Sha Incentive Plan - 9 (see below	res under the Group's Share
c)	Price(s) and volume(s)	Price(s) 522.00p 0.00	Volume(s) 29 9

d)	Aggregated information	
	- Aggregated volume	38
	- Price	398.36p
e)	Date of the transaction	5 March 2025
f)	Place of the transaction	London Stock Exchange (XLON)

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Claire Hawkins			
2	Reason for the notification				
a)	Position/status	Director of Corporate Affair	Director of Corporate Affairs & Brand		
b)	Initial notification /Amendment	Initial Notification	Initial Notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name	Phoenix Group Holdings plc			
b)	LEI	2138001P49OLAEU33T68			
4		to be repeated for (i) each type of instrument; (ii) each type of ach place where transactions have been conducted			
a)	Description of the financial				
	instrument, type of instrument	Phoenix Group Holdings plo	Phoenix Group Holdings plc Ordinary Shares of 10 pence		
	Identification code	GB00BGXQNP29	GB00BGXQNP29		
b)	Nature of the transaction	Acquisition of Partnership Shares under the Group's Share Incentive Plan - 29 (see below)			
		Acquisition of Matching Shares under the Group's Share Incentive Plan - 9 (see below)			
c)	Price(s) and volume(s)				
		Price(s)	Volume(s)		
		522.00p	29		
		0.00	9		
d)	Aggregated information				
	- Aggregated volume	38			
	- Price	398.36p			
e)	Date of the transaction	5 March 2025			
f)	Place of the transaction	London Stock Exchange (XLON)			

a)	Name	Nicolaos Nicandrou		
2	Reason for the notification			
a)	Position/status	Group Chief Financial Officer		
b)	Initial notification /Amendment	Initial Notification		
3	Details of the issuer, emission allow monitor	vance market participant, auction platform, auctioneer or auction		
a)	Name	Phoenix Group Hold	lings plc	
b)	LEI	2138001P49OLAEU3	33T68	
4		n to be repeated for (i) each type of instrument; (ii) each type of each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29		
	Identification code			
b)	Nature of the transaction	Acquisition of Partnership Shares under the Group's Share Incentive Plan - 28 (see below) Acquisition of Matching Shares under the Group's Share Incentive Plan - 9 (see below)		
c)	Price(s) and volume(s)	Price(s) Volume(s)		
		522.00p	28	
		0.00	9	
d)	Aggregated information			
	- Aggregated volume	37		
	- Price	395.02p		
	Date of the transaction	5 March 2025		
e)	bate of the transaction			

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Jacqueline Noakes	
2	Reason for the notification		
a)	Position/status	Group Chief Operating Officer	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Phoenix Group Holdings plc	
b)	LEI	2138001P49OLAEU33T68	

4	1	section to be repeated for (i) each type of instrument; (ii) each type of nd (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Phoenix Group Holdings plc Ordinary Shares of 10 pence		
	Identification code	GB00BGXQNP29		
b)	Nature of the transaction	Acquisition of Partnership Shares under the Group's Share Incentive Plan - 30 (see below) Acquisition of Matching Shares under the Group's Share Incentive Plan - 10 (see below)		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		. ,	.,	
		522.00p	30	
		0.00	10	
d)	Aggregated information			
	- Aggregated volume	40		
	- Price	391.50p		
e)	Date of the transaction	5 March 2025		
f)	Place of the transaction	London Stock Exchange (XLON)		

)	Name	Sara Thompson
2	Reason for the notification	
a)	Position/status	Chief People Officer
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allow monitor	vance market participant, auction platform, auctioneer or auction
a)	Name	Phoenix Group Holdings plc
b)	LEI	2138001P49OLAEU33T68
4		n to be repeated for (i) each type of instrument; (ii) each type of each place where transactions have been conducted
a)	Description of the financial instrument, type of instrument Identification code	Phoenix Group Holdings plc Ordinary Shares of 10 pence GB00BGXQNP29
b)	Nature of the transaction	Acquisition of Partnership Shares under the Group's Share Incentive Plan - 29 (see below) Acquisition of Matching Shares under the Group's Share Incentive Plan - 9 (see below)

		522.00p	29	
		0.00	9	
d)	Aggregated information			
	- Aggregated volume	38		
	- Price	398.36p		
e)	Date of the transaction	5 March 2025		
f)	Place of the transaction	London Stock Exchan	ge (XLON)	
1	Details of the person discharging	managerial responsibilities	s / person closely associa	ted

1	Details of the nerson discharging ma	nagorial responsibilities / nares	un closely associated		
		arging managerial responsibilities / person closely associated			
a)	Name	Colin Williams			
2	Reason for the notification	Reason for the notification			
a)	Position/status	CEO - Pensions and Savings			
b)	Initial notification /Amendment	Initial Notification	Initial Notification		
3	Details of the issuer, emission allows monitor	ne issuer, emission allowance market participant, auction platform, auctioneer or auction			
a)	Name	Phoenix Group Holdings plc	Phoenix Group Holdings plc		
b)	LEI	2138001P49OLAEU33T68			
4		in(s): section to be repeated for (i) each type of instrument; (ii) each type of te; and (iv) each place where transactions have been conducted			
a)	Description of the financial				
	instrument, type of instrument	Phoenix Group Holdings plc (Ordinary Shares of 10 pence		
	Identification code	GB00BGXQNP29			
b)	Nature of the transaction	Acquisition of Partnership Shares under the Group's Share Incentive Plan - 28 (see below)			
		Acquisition of Matching Shar Incentive Plan - 9 (see below)			
c)	Price(s) and volume(s)		I		
		Price(s)	Volume(s)		
		522.00p	28		
		0.00	9		
d)	Aggregated information				
	- Aggregated volume	37			
	- Price	395.02p			
e)	Date of the transaction	5 March 2025			
f)	Place of the transaction	London Stock Exchange (XLON	1)		

1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	Quentin Zentner		
2	Reason for the notification	iion		
a)	Position/status	Group General Counsel		
b)	Initial notification /Amendment	Initial Notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Phoenix Group Holdings plc		
b)	LEI	2138001P49OLAEU33T68		
4		n(s): section to be repeated for (i) each type of instrument; (ii) each type of ee; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Phoenix Group Holdings plc Ordinary Shares of 10 pence		
	Identification code	GB00BGXQNP29		
b)	Nature of the transaction	Acquisition of Partnership Shares under the Group's Share Incentive Plan - 29 (see below) Acquisition of Matching Shares under the Group's Share Incentive Plan - 9 (see below)		
c)	Price(s) and volume(s)	Price(s) Volume(s)		
		522.00p	29	
		0.00	9	
d)	Aggregated information			
	- Aggregated volume	38		
	- Price	398.36p		
e)	Date of the transaction	5 March 2025		
f)	Place of the transaction	London Stock Exchange (XLON)		

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