

7 March 2025

RECKITT BENCKISER GROUP PLC
DIRECTOR/PDMR SHAREHOLDINGS

Reckitt Benckiser Group plc (the "Company") announces the following changes in the interests of Directors and Persons Discharging Managerial Responsibility ("PDMR") in ordinary shares of 10 pence each in the share capital of the Company ("Shares").

2015 Long Term Incentive Plan ("LTIP")

Grant of Performance Share Options and Performance Share Awards

On 6 March 2025, the grant of performance share options and performance share awards ("2025 LTIP awards") were made under the LTIP to the Directors and PDMRs listed below:

| Name | Director/PDMR | Number of performance share options | Number of performance shares |
|---------------------|---------------|-------------------------------------|------------------------------|
| Kris Licht* | Director | 175,000 | 87,500 |
| Shannon Eisenhardt* | Director | 85,000 | 42,500 |
| Susan Sholtis | PDMR | 60,000 | 30,000 |

The number of performance share options and performance share awards shown is the maximum available if the stretching performance conditions for the three-year performance period ending on 31 December 2027 are satisfied in full.

The targets that will apply to the 2025 LTIP awards for the 2025-2027 performance period are set out below.

| Performance Measure | Weighting | Threshold (20% vesting) | Maximum (100% vesting) |
|---|-----------|----------------------------|---------------------------|
| LFL Net Revenue growth (3-year CAGR) | 40% | 2.50% | 5.50% |
| ROCE (final year) on a constant foreign exchange basis | 25% | 17.50% | 19.50% |
| Relative TSR | 25% | Median | Upper Quartile |
| Sustainability: % Net Revenue from more sustainable products (final year) | 10% | 43.00% | 46.00% |

Vesting between achievement of threshold and maximum performance is on a straight-line basis. In addition to the above performance conditions, before determining the final vesting level, the Remuneration Committee will continue to take a broader assessment of performance in the round and has an overriding discretion to adjust vesting outcomes where, acting fairly and reasonably, it considers the formulaic outcome to be inappropriate.

*There is a further two-year holding period commencing after the end of the performance period.

Performance share options will be exercisable at £52.48 per share. No consideration was paid for the grant of these awards.

Grant of Conditional Share Awards

On 6 March 2025, the grant of conditional share awards was made under the LTIP to the PDMR listed below:

| Name | Director/PDMR | Number of Conditional Share Awards |
|---------------|---------------|------------------------------------|
| Susan Sholtis | PDMR | 6,500 |

Awards are based on continued employment only and will vest in March 2028.

No consideration was paid for the grant of these awards.

The following notifications are made in accordance with DTR 3.1.2-A, incorporating article 19(1) of the Market Abuse Regulation.

NOTIFICATION 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 | Kris Licht |
| 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 | Reckitt Benckiser Group plc |
| b) | LEI | 5493003JFSMOJG48V108 |

| | | | |
|----|---|---|-----------|
| 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 of 10p each in Reckitt Benckiser Group plc GB00B24CGK77 | |
| b) | Nature of the transaction | Grant of share options for nil consideration under the Reckitt Benckiser Group plc 2015 Long-Term Incentive Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | Nil | 175,000 |
| d) | Aggregated information Aggregated volume Price | N/A | |
| e) | Date of the transaction | 2025-03-06 | |
| f) | Place of the transaction | Outside a trading venue | |
| 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 of 10p each in Reckitt Benckiser Group plc GB00B24CGK77 | |
| b) | Nature of the transaction | Grant of performance shares for nil consideration under the Reckitt Benckiser Group plc 2015 Long-Term Incentive Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | Nil | 87,500 |
| d) | Aggregated information Aggregated volume Price | N/A | |
| e) | Date of the transaction | 2025-03-06 | |
| f) | Place of the transaction | Outside a trading venue | |

| | | | |
|----|---|--|-----------|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | | |
| a) | Name | Shannon Eisenhardt | |
| 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 | Reckitt Benckiser Group plc | |
| b) | LEI | 5493003JFSMOJG48V108 | |
| 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 of 10p each in Reckitt Benckiser Group plc | |
| | Identification code | GB00B24CGK77 | |
| b) | Nature of the transaction | Grant of share options for nil consideration under the Reckitt Benckiser Group plc 2015 Long-Term Incentive Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | Nil | 85,000 |
| d) | Aggregated information | N/A | |
| | Aggregated volume | | |
| | Price | | |
| e) | Date of the transaction | 2025-03-06 | |
| f) | Place of the transaction | Outside a trading venue | |
| 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 of 10p each in Reckitt Benckiser Group plc | |
| | Identification code | GB00B24CGK77 | |

| | | | |
|----|---|---|-----------|
| | Identification code | GB00B24CGK77 | |
| b) | Nature of the transaction | Grant of performance shares for nil consideration under the Reckitt Benckiser Group plc 2015 Long-Term Incentive Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | Nil | 42,500 |
| d) | Aggregated information Aggregated volume Price | N/A | |
| e) | Date of the transaction | 2025-03-06 | |
| f) | Place of the transaction | Outside a trading venue | |

| | | | |
|----|---|---|-----------|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | | |
| a) | Name | Susan Sholtis | |
| 2 | Reason for the notification | | |
| a) | Position/status | President Nutrition | |
| b) | Initial notification/ Amendment | Initial notification | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | Reckitt Benckiser Group plc | |
| b) | LEI | 5493003JFSMOJG48V108 | |
| 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 of 10p each in Reckitt Benckiser Group plc | |
| | Identification code | GB00B24CGK77 | |
| b) | Nature of the transaction | Grant of share options for nil consideration under the Reckitt Benckiser Group plc 2015 Long-Term Incentive Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | Nil | 60,000 |
| d) | Aggregated information | N/A | |
| | Aggregated volume Price | | |
| e) | Date of the transaction | 2025-03-06 | |
| f) | Place of the transaction | Outside a trading venue | |
| 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 of 10p each in Reckitt Benckiser Group plc | |
| | Identification code | GB00B24CGK77 | |
| b) | Nature of the transaction | Grant of performance shares for nil consideration under the Reckitt Benckiser Group plc 2015 Long-Term Incentive Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | Nil | 30,000 |
| d) | Aggregated information | N/A | |
| | Aggregated volume Price | | |
| e) | Date of the transaction | 2025-03-06 | |
| f) | Place of the transaction | Outside a trading venue | |
| 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 of 10p each in Reckitt Benckiser Group plc | |
| | Identification code | GB00B24CGK77 | |
| b) | Nature of the transaction | Grant of conditional share awards for nil consideration under the Reckitt Benckiser Group plc 2015 Long-Term Incentive Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | Nil | 6,500 |

| | | |
|----|---|-------------------------|
| | | |
| d) | Aggregated information Aggregated volume Price | N/A |
| e) | Date of the transaction | 2025-03-06 |
| f) | Place of the transaction | Outside a trading venue |

Contact Details:

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Investor Relations

About Reckitt:

Reckitt* exists to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world. We believe that access to the highest-quality hygiene, wellness and nourishment is a right, not a privilege.

Reckitt is the company behind some of the world's most recognisable and trusted consumer brands in hygiene, health and nutrition, including Air Wick, Calgon, Cillit Bang, Dettol, Durex, Enfamil, Finish, Gaviscon, Harpic, Lysol, Mortein, Mucinex, Nurofen, Nutramigen, Strepsils, Vanish, Veet, Woolite and more.

Every day, more than 30 million Reckitt products are bought globally. We always put consumers and people first, seek out new opportunities, strive for excellence in all that we do and build shared success with all our partners. We aim to do the right thing, always.

We are a diverse global team of c. 40,000 colleagues. We draw on our collective energy to meet our ambitions of purpose-led brands, a healthier planet and a fairer society. Find out more, or get in touch with us at www.reckitt.com

** Reckitt is the trading name of the Reckitt Benckiser group of companies*

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