

Notification of transaction by a Person Closely Associated with a Person Discharging Managerial Responsibilities

Rentokil Initial plc (the 'Company') has been notified that on 12 March 2025, the following transaction occurred by a person closely associated ('PCA') with a Person Discharging Managerial Responsibilities ('PDMR'), in respect of their purchase of American Depositary Shares ('ADS'), where each ADS represents five ordinary shares of one pence each in the capital of the Company.

PDMR	Number of ADSs acquired	Price
Trustees of the David John Frear Revocable Trust, a PCA of David Frear, a Non-Executive Director	1,750	USD 20.9539 per ADS

The notification below, which has been made in accordance with the requirements Article 19 of the UK Market Abuse Regulation, provides further detail.

Rachel Canham
Group General Counsel & Company Secretary
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1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Trustees of the David John Frear Revocable Trust					
2	Reason for the notification						
a)	Position/status	PCA of David Frear, a Non-Executive Director					
b)	Initial notification /Amendment	Initial notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Rentokil Initial plc					
b)	LEI	549300VN4WV7Z6T14K68					
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	Rentokil Initial plc American Depositary Shares					
	Identification code	CUSIP: 760125104					
b)	Nature of the transaction	Purchase of American Depositary Shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>USD 20.9539</td><td>1,750</td></tr></table>		Price(s)	Volume(s)	USD 20.9539	1,750
Price(s)	Volume(s)						
USD 20.9539	1,750						
d)	Aggregated information						
	- Aggregated volume	1,750					
	- Total price	USD 36,669.33					
e)	Date of the transaction	2025-03-12					
f)	Place of the transaction	New York Stock Exchange					

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