

24 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").

Deferred Bonus Plan ("DBP")

On 21 March 2025, the grant of conditional share awards was made under the Reckitt Benckiser Group Deferred Bonus Plan ("DBP") to the Directors and PDMRs listed below:

Name	Director/PDMR	Number of Shares under award
Kris Licht	Director	19,751
Shannon Eisenhardt	Director	11,371
Susan Sholtis	PDMR	8,027

In line with the Directors' Remuneration Policy these shares will vest three years after the date of grant.

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 conditional share awards for nil consideration under the Reckitt Benckiser Group Deferred Bonus Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	19,751
d)	Aggregated information Aggregated volume Price	N/A	
e)	Date of the transaction	2025-03-21	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities / person closely associated		
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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 Identification code	Ordinary shares of 10p each in Reckitt Benckiser Group plc GB00B24CGK77	
b)	Nature of the transaction	Grant of conditional share awards for nil consideration under the Reckitt Benckiser Group Deferred Bonus Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	11,371
d)	Aggregated information Aggregated volume Price	N/A	
e)	Date of the transaction	2025-03-21	
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 Identification code	Ordinary shares of 10p each in Reckitt Benckiser Group plc GB00B24CGK77	
b)	Nature of the transaction	Grant of conditional share awards for nil consideration under the Reckitt Benckiser Group Deferred Bonus Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	8,027
d)	Aggregated information Aggregated volume Price	N/A	
e)	Date of the transaction	2025-03-21	
f)	Place of the transaction	Outside a trading venue	

Deferred Bonus Plan ("DBP")

Vesting of share awards

A conditional share award of 6,634 shares (which includes 637 shares accrued by way of a dividend equivalent payment) granted to Kris Licht under the Reckitt Benckiser Group plc 2015 Deferred Bonus Plan on 21 March 2022 vested on 21 March 2025.

3,799 shares were sold on 21 March 2025 at £51.773144 per share to realise sufficient funds to settle resultant tax and social security liabilities arising from the vesting. Following this, 2,835 shares were retained.

**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 - ID code for ordinary shares								
b)	Nature of the transaction	Vesting/release of conditional share awards granted on 21 March 2022 under the Reckitt Benckiser Group Deferred Bonus Plan								
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>Nil</td> <td>6,634</td> </tr> </table>			Price(s)	Volume(s)	Nil	6,634		
Price(s)	Volume(s)									
Nil	6,634									
d)	Aggregated information - Aggregated volume - Price	<table border="1"> <tr> <td>Aggregate Price</td> <td>Aggregate Volume</td> <td>Aggregate Total</td> </tr> <tr> <td>Nil</td> <td>6,634</td> <td>Nil</td> </tr> </table>			Aggregate Price	Aggregate Volume	Aggregate Total	Nil	6,634	Nil
Aggregate Price	Aggregate Volume	Aggregate Total								
Nil	6,634	Nil								
e)	Date of the transaction	2025-03-21								
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 - ID code for ordinary shares								
b)	Nature of the transaction	Sale of shares to settle tax liabilities arising from conditional share award releases								
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£51.773144</td> <td>3,799</td> </tr> </table>			Price(s)	Volume(s)	£51.773144	3,799		
Price(s)	Volume(s)									
£51.773144	3,799									
d)	Aggregated information - Aggregated volume - Price	<table border="1"> <tr> <td>Aggregate Price</td> <td>Aggregate Volume</td> <td>Aggregate Total</td> </tr> <tr> <td>£51.773144</td> <td>3,799</td> <td>£196,686.17</td> </tr> </table>			Aggregate Price	Aggregate Volume	Aggregate Total	£51.773144	3,799	£196,686.17
Aggregate Price	Aggregate Volume	Aggregate Total								
£51.773144	3,799	£196,686.17								
e)	Date of the transaction	2025-03-21								
f)	Place of the transaction	London Stock Exchange, Main Market - XLON								

Contact Details:

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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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