

27 March 2025

PERSONAL GROUP HOLDINGS PLC
("Personal Group", "Company" or "Group")

Multi-year Partnership Renewal and Expansion with Sage Group plc
Continued expansion of the Group's Rewards & Benefits offering across the SMB market

Personal Group Holdings Plc (AIM: PGH), the workforce benefits and health insurance provider, is pleased to announce it has renewed and expanded its partnership with Sage Group plc ('Sage'), the leader in accounting, financial, HR and payroll technology for small and mid-sized businesses ('SMB'), with a new contract for a minimum of three years. The expanded partnership includes the ability to offer Sage Employee Benefits across multiple different solutions within Sage's portfolio, enabling more Sage customers to gain access to the benefits platform. The contract is expected to deliver over double the number of referrals currently being provided by Sage.

Sage Employee Benefits ('SEB') is the Group's digital workforce engagement platform for SMBs created and sold in partnership with Sage. Since launch in 2017, the offering has grown to reach over 62,000 paying employees. In 2024, all customers were successfully transitioned onto the next generation of the platform, enhancing the user experience, improving the client onboarding process and end-to-end customer journey to extend the lifetime value of clients on the platform.

2025 will see further enhancements, including a premium version of SEB and Essentials products, offering a wider range of benefits to attract businesses at the larger end of the SMB market, as we continue to grow and expand our offering with Sage.

Chris Grieves, Senior Director of Growth at Sage, said: "We're excited to build on our partnership with Personal Group, expanding our reach across more products and segments within the Sage portfolio beyond Sage 50. We're incredibly proud of the offering we've developed together over the past seven years and this extension reflects our shared commitment to empowering businesses with tools that enhance employee well-being and engagement."

Paula Constant, Chief Executive of Personal Group, commented: "I'm delighted to continue our successful partnership with Sage, as we expand our customer base and capture more of the opportunity within the SMB market. This renewal evidences the value provided by our award-winning technology to Sage's customer base and the growing appetite for our benefits offering. We are focused on accelerating our SMB offering and partnerships has been a key part of our strategy to expand our reach across the UK workforce."

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Notes to Editors

Personal Group Holdings Plc (AIM: PGH) is a workforce benefits and health insurance provider. Its vision is to be the champion of affordable and accessible insurance and benefits, keeping businesses and their employees happy, healthy and protected. The Group is proud to support the health and wellbeing of c. 1.25 million UK employees.

The Group's insurance provides employees with access to affordable, individual policies for [hospital](#), [recovery](#) and [death benefit](#) plans. The Group's award-winning benefits platform, Hapi, brings together extensive employee benefits, discounts and rewards, in one responsive platform. As well as being sold direct to employers, the Hapi platform supports Sage's Employee Benefits offerings for SMEs.

This comprehensive range of offerings, powerful platform and unique sales model of face-to-face, one-to-one engagement with employees, provides Personal Group with a strong market position from which to grow.

Head-quartered in Milton Keynes, the Group has built an extensive blue-chip customer list over its 40-year history, including Airtanker, B & Q, Barchester Healthcare, British Transport Police, British Airways, Merseyrail, Office of National Statistics, Randstad, Royal Mail Group, The Royal Mint, Stagecoach Group plc, and The University of York

For further information on the Group please see www.personalgroup.com

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