

**Just Group plc (the "Company")**

**Grant of Awards under the Just Group plc Deferred Share Bonus Plan (the "DSBP") and the Just Group plc Long Term Incentive Plan (the "LTIP")**

The Company announces that on 31 March 2025 the following Persons Discharging Managerial Responsibilities "PDMRs" were granted awards over Ordinary Shares of £0.10 each in the Company under the DSBP and LTIP schemes.

**LTIP**

Name	Date of Grant	Performance Award Number of Shares	Vesting Date
David Richardson	31.03.25	1,200,706	31.03.28
Mark Godson	31.03.25	512,922	31.03.28

The above awards were granted as nil cost options which are subject to the achievement of the performance targets in the table below over the three-year performance period.

PERFORMANCE MEASURE/RATIONALE	WEIGHTING	THRESHOLD (25% VEST)	MAXIMUM (100% VEST)
Cash Generation	15%	£429m	£504m
Relative Total Shareholder Return (TSR) against FTSE 250 Peer Group	25%	Median of Peer Group	Upper quartile of Peer Group or above
Return on Equity (ROE)	45%	36% (equivalent to average of 12% pa)	45% (equivalent to average of 15% p.a.)
ESG - Investments into Sustainable Assets	15%	£500m	£1,200m

The vested shares will be subject to a two-year holding period following the end of the performance period.

**DSBP**

Name	Date of Grant	Number of shares subject to award	Vesting Date
David Richardson	31.03.25	251,798	31.03.28
Mark Godson	31.03.25	143,884	31.03.28

The above awards were granted as nil cost options and were granted in respect of the deferred bonus for the 2024 financial year.

**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	David Richardson
2	Reason for the notification	
a)	Position/status	Group Chief Executive Officer

b)	Initial notification /Amendment	Initial notification									
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>										
a)	Name	Just Group plc									
b)	LEI	5493006456YEZEELRR90									
<b>4</b>	<b>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</b>										
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary Shares of 10 pence each  GB00BCRX1J15									
b)	Nature of the transaction	<p>(i) Receipt of an award as nil cost option under the Just Group plc Long Term Incentive Plan to vest on 31 March 2028 subject to the achievement of performance targets; and</p> <p>(ii) Receipt of an award as nil cost option under the Just Group plc Deferred Share Bonus Plan to vest on 31 March 2028.</p>									
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th><th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>(i)</td><td>Nil</td><td>1,200,706</td></tr> <tr> <td>(ii)</td><td>Nil</td><td>251,798</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	1,200,706	(ii)	Nil	251,798
	Price(s)	Volume(s)									
(i)	Nil	1,200,706									
(ii)	Nil	251,798									
d)	Aggregated information  - Aggregated volume  - Price	<p>1,452,504</p> <p>Nil</p>									
e)	Date of the transaction	2025-03-31									
f)	Place of the transaction	Outside a trading venue									

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Mark Godson
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Group Chief Financial Officer

b)	Initial notification /Amendment	Initial notification									
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>										
a)	Name	Just Group plc									
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(i)	Nil	512,922									
(ii)	Nil	143,884									
d)	Aggregated information  - Aggregated volume  - Price	<p>656,806</p> <p>Nil</p>									
e)	Date of the transaction	2025-03-31									
f)	Place of the transaction	Outside a trading venue									

#### Contact

Simon Watson, Group Company Secretary, +44 (0)20 7444 8400

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