

**Senior plc (the "Company")**  
**Notification of Transactions by Director/PDMR**

1. On 4 April 2025, the Company's Group Chief Financial Officer-designate, Alpna Amar, was granted the following conditional rights to acquire ordinary shares of 10 pence each in the Company:

<b>Award</b>	<b>Number of shares comprised within Award</b>
2025 LTIP Award	501,432
2023 Replacement LTIP Award	199,030
2022 Replacement LTIP Award	303,774

The 2025 LTIP Award was granted under the terms of the Senior plc 2024 Long Term Incentive Plan ("2024 LTIP Plan") and will ordinarily vest on or after 11 March 2028, subject to the achievement of specific performance criteria and other conditions. The performance conditions attaching to the 2025 LTIP Award are the same as those applied to the awards granted on 11 March 2025 to other Senior executives under the 2024 LTIP Plan.

The 2023 Replacement LTIP Award and the 2022 Replacement LTIP Award were granted under the terms of the 2024 LTIP Plan in connection with and to facilitate Alpna Amar's recruitment as the Group Chief Financial Officer and to partly compensate her for the loss of certain benefits and share awards with her previous employer as a result of joining the Company:

- i) 2023 Replacement LTIP Award - a long-term incentive award over 199,030 Senior shares which will ordinarily vest on or shortly after 29 April 2027. The terms of this share award shall mirror the rules and performance conditions attaching to the LTIP award made to other Senior executives on 29 April 2024; and
- ii) 2022 Replacement LTIP Award - a long-term incentive award over 303,774 Senior shares. The proportion of shares to vest under the 2022 Replacement LTIP Award will be based on the disclosed vesting outcome (as a % of the maximum) for the forfeited LTIP award granted to her by her former employer in 2022 and will ordinarily vest on or shortly after the later of: 21 October 2025 (the original vesting date for the forfeited award); and the publication by her former employer of the vesting outcome of the forfeited 2022 LTIP award.

Details of the performance conditions applying to the 2025 LTIP Award are set out under the 2025 columns of the Thresholds and Maximum table on page 109 of the Company's Annual Report and Accounts 2024 at <https://www.seniorplc.com/investors/reports.aspx>

Details of the performance conditions applying to the 2023 Replacement LTIP Awards are set out under the 2024 columns of the Thresholds and Maximum table on page 105 of the Company's Annual Report and Accounts 2024 at <https://www.seniorplc.com/investors/reports.aspx>

2. Silvia Schwark, the Company's Group HR Director and a Person Discharging Managerial Responsibility, was granted a conditional right to acquire ordinary shares of 10 pence each in the Company under the terms of the Senior plc Restricted Share Award Plan ("RSAP") agreed in connection with and to facilitate her recruitment, to partly compensate her for the loss of certain benefits and share awards with her previous employer as a result of joining the Company.

The conditional award over 57,775 shares is subject to her continued employment within the Senior plc Group to the respective dates of vesting and the terms of the RSAP and shall vest in three tranches as set out in the table below:

<b>Tranche</b>	<b>Number of Shares Awarded</b>	<b>Vesting Date</b>
1	14,605	14/04/2025
2	28,565	14/03/2026
3	14,605	15/03/2027

No consideration was paid for the grant of the awards described in sections 1 and 2 above, and no consideration is due on the vesting of the awards. Only existing ordinary shares sourced via the Company's employee benefit trust will be used to satisfy the awards. No newly issued or treasury shares will be used in connection with the awards.

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