

07 April 2025

Personal Group Holdings Plc

("the Company" or "the Group")

Director/PDMR Dealings

Personal Group Holdings Plc (AIM: PGH), the workforce benefits and health insurance provider, has been notified today that, a person closely associated with Paula Constant, Chief Executive Officer, bought 9,066 ordinary shares of 5 pence each in the Company ("Ordinary Shares") at a price of 220.48p per share. Following this transaction, Paula Constant, and persons closely associated, hold a total of 19,064 Ordinary Shares, representing 0.061% of the Company's issued ordinary share capital.

In addition, Maria Darby-Walker, Non-Executive Director, bought 2,242 Ordinary Shares at a price of 222.96p per share. Following this transaction, Maria Darby-Walker, holds a total of 7,797 Ordinary Shares, representing 0.025% of the Company's issued ordinary share capital.

Further detail is provided below in accordance with Article 19.3 of the EU Market Abuse Regulation.

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	A person closely associated with Paula Constant	
2	Reason for the notification		
a)	Position/status	Chief Executive	
b)	Initial notification /Amendment	Initial	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Personal Group Holdings Plc	
b)	LEI	213800TN8BH2YYWAH345	
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	Ordinary shares of 5p each	
	Identification code	ISIN: GB0002760279	
b)	Nature of the transaction	DRIP Purchase of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.2048 per share	9,066
d)	Aggregated information		
	- Aggregated volume	- 9,066	
	- Price	- £19.988.72	
e)	Date of the transaction	7 April 2025	

f)	Place of the transaction	London Stock Exchange
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1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Maria Darby-Walker	
2	Reason for the notification		
a)	Position/status	Non-Executive Director	
b)	Initial notification /Amendment	Initial	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Personal Group Holdings Plc	
b)	LEI	213800TN8BH2YYWAH345	
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	Ordinary shares of 5p each	
	Identification code	ISIN: GB0002760279	
b)	Nature of the transaction	Purchase of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.2296 per share	2,242
d)	Aggregated information		
	- Aggregated volume	- 2,242	
	- Price	- £4,998.76	
e)	Date of the transaction	07 April 2025	
f)	Place of the transaction	London Stock Exchange	

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For more information please contact:

Personal Group Holdings Plc

Paula Constant (CEO) / Sarah Mace (CFO)

Via Alma

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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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