

LEI: 549300VXU6S7PLCL855

For immediate release

10 April 2025

Liontrust Asset Management Plc

("Liontrust" or the "Company")

Notification of transactions of persons discharging managerial responsibilities ("PDMRs") and persons closely associated ("PCA")

Liontrust announces that on 8 April 2025 it was notified that John Ions, Chief Executive Officer, and his wife, Paige Ions, purchased 26,100 ordinary shares of 1p each in the Company ("Shares"). Mr Ions correspondingly sold 26,100 Shares. John Ions is a PDMR and Paige Ions is a PCA to Mr Ions. Accordingly, Mr Ions' net shareholding when including his PCA remains unchanged.

Formal notification in respect of the PDMR and the PCA is set out below in accordance with the requirements of the Market Abuse Regulation.

| | | | | | | | | |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|---------|--------|--|--|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | |
| a) | Name | John Ions | | | | | | |
| 2 | Reason for the notification | | | | | | | |
| a) | Position/status | PDMR (CEO) | | | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | | |
| a) | Name | Liontrust Asset Management Plc | | | | | | |
| b) | LEI | 549300VXU6S7PLCL855 | | | | | | |
| 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 1p each | | | | | | |
| | Identification code | GB0007388407 | | | | | | |
| b) | Nature of the transaction | Purchase of Shares by the PDMR. | | | | | | |
| c) | Price(s) and volume(s) | <table border="1"><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£3.2375</td><td>15,967</td></tr><tr><td></td><td></td></tr></table> | Price(s) | Volume(s) | £3.2375 | 15,967 | | |
| Price(s) | Volume(s) | | | | | | | |
| £3.2375 | 15,967 | | | | | | | |
| | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | Not applicable | | | | | | |
| e) | Date of the transaction | 8 April 2025 | | | | | | |
| f) | Place of the transaction | London Stock Exchange | | | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|---------|--------|--|--|
| a) | Name | Paige Ions | | | | | | |
| 2 | Reason for the notification | | | | | | | |
| a) | Position/status | PCA to PDMR (CEO) | | | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | | |
| a) | Name | Liontrust Asset Management Plc | | | | | | |
| b) | LEI | 549300XVXU6S7PLCL855 | | | | | | |
| 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 1p each GB0007388407 | | | | | | |
| b) | Nature of the transaction | Purchase of Shares by the PCA. | | | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>£3.2375</td> <td>10,133</td> </tr> <tr> <td></td> <td></td> </tr> </table> | Price(s) | Volume(s) | £3.2375 | 10,133 | | |
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| £3.2375 | 10,133 | | | | | | | |
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| d) | Aggregated information - Aggregated volume - Price | Not applicable | | | | | | |
| e) | Date of the transaction | 8 April 2025 | | | | | | |
| f) | Place of the transaction | London Stock Exchange | | | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|---------|--------|--|--|
| a) | Name | John Ions | | | | | | |
| 2 | Reason for the notification | | | | | | | |
| a) | Position/status | PDMR (CEO) | | | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | | |
| a) | Name | Liontrust Asset Management Plc | | | | | | |
| b) | LEI | 549300XVXU6S7PLCL855 | | | | | | |
| 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 1p each GB0007388407 | | | | | | |
| b) | Nature of the transaction | Sale of Shares by the PDMR. | | | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>£3.2375</td> <td>26,100</td> </tr> <tr> <td></td> <td></td> </tr> </table> | Price(s) | Volume(s) | £3.2375 | 26,100 | | |
| Price(s) | Volume(s) | | | | | | | |
| £3.2375 | 26,100 | | | | | | | |
| | | | | | | | | |

| | | |
|----|----------------------------------------------------------|-----------------------|
| d) | Aggregated information - Aggregated volume - Price | Not applicable |
| e) | Date of the transaction | 8 April 2025 |
| f) | Place of the transaction | London Stock Exchange |

For further information please contact:

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Panmure Liberum (Tel: 020 7886 2500)

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Corporate Broking: Simon Alexander, James Hopton

Corporate Advisory: Alexander Paul

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