



### Haleon plc: Director/PDMR Shareholding

**11 April 2025:** Haleon plc (the "Company" or "Haleon") (LSE/NYSE:HLN) today announces notification and public disclosure in accordance with the requirements of The UK Market Abuse Regulation of Transactions by Persons Discharging Managerial Responsibilities ("PDMRs").

1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	Adrian Morris							
2	Reason for the notification								
a)	Position/status	General Counsel - PDMR							
b)	Initial notification /Amendment	Initial Notification							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	Haleon plc							
b)	LEI	549300PSB3WWEODCUP19							
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 £0.01 each  GB00BMX86B70							
b)	Nature of the transaction	Acquisition of Partnership Shares and award of Matching Shares under the Company's Share Reward Plan							
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£3.5941</td><td>35</td></tr><tr><td>£Nil</td><td>35 (Matching Shares)</td></tr></table>		Price(s)	Volume(s)	£3.5941	35	£Nil	35 (Matching Shares)
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£Nil	35 (Matching Shares)								
d)	Aggregated information  - Aggregated volume  - Price	70							
e)	Date of the transaction	9 April 2025							
f)	Place of the transaction	London Stock Exchange (XLON)							

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Tamara Rogers

2	Reason for the notification							
a)	Position/status	Chief Marketing Officer - PDMR						
b)	Initial notification /Amendment	Initial Notification						
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor							
a)	Name	Haleon plc						
b)	LEI	549300PSB3WWEODCUP19						
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**Amanda Mellor**  
**Company Secretary**

#### About Haleon

Haleon (LSE/NYSE: HLN) is a global leader in consumer health, with a purpose to deliver better everyday health with humanity. Haleon's product portfolio spans five major categories - Oral Health, Pain Relief, Respiratory Health, Digestive Health and Other, and Vitamins, Minerals and Supplements (VMS). Its long-standing brands - such as Advil, Sensodyne, Panadol, Voltaren, Theraflu, Otrivin, Polident, parodontax and Centrum - are built on trusted science, innovation and deep human understanding.

For more information, please visit [www.haleon.com](http://www.haleon.com).

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