

29 April 2025

Personal Group Holdings Plc

("the Company" or "the Group")

Exercise of Options, PDMR Dealing and Total Voting Rights

Personal Group Holdings Plc (AIM: PGH), the workforce benefits and health insurance provider, announces that it has issued and allotted 28,208 new ordinary shares of 5 pence each ("**Ordinary Shares**") pursuant to the exercise of options by two of its PDMRs.

PDMR	Role	Number of Ordinary Shares acquired following exercise of options	Exercise price per Share	Number of Ordinary Shares sold to cover tax liability	Resultant holding in Company (shares)	Resultant percentage holding of enlarged issued share capital
Sarah Mace	CFO	17,799	£0.05	8,199	26,125	0.08%
Karen Thomley	CCO	10,409	£0.05	3,595	15,505	0.05%

An application has been made for the 28,208 Ordinary Shares to be admitted to trading on AIM ("**Admission**"). It is expected that Admission will occur on 30 April 2025.

Following Admission, the Company will have 31,277,030 ordinary shares in issue admitted to trading on AIM. This figure may be used by shareholders as the denominator by which they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

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

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.

Headquartered 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 Company please visit www.personalgroup.co.uk

1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	Sarah Mace							
2	Reason for the notification								
a)	Position/status	Chief Financial Officer							
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	1. Exercise of options 2. Sale of shares to cover tax liability							
c)	Price(s) and volume(s) 1. Exercise of options 2. Sale of shares to cover tax liability	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>1. £0.05 per share</td><td>17,799</td></tr><tr><td>2. £2.50 per share</td><td>8,199</td></tr></table>	Price(s)	Volume(s)	1. £0.05 per share	17,799	2. £2.50 per share	8,199	
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1. £0.05 per share	17,799								
2. £2.50 per share	8,199								
d)	Aggregated information - Aggregated volume - Price	- N/A - single transactions							
e)	Date of the transaction	28 April 2025							
f)	Place of the transaction	London Stock Exchange							

1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	Karen Thomley							
2	Reason for the notification								
a)	Position/status	Chief Product and Partnerships Officer							
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							
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