

8 May 2025

PERSONAL GROUP HOLDINGS PLC
("Personal Group", "Company" or "Group")

AGM Trading Statement

At the Annual General Meeting of Personal Group Holdings Plc (AIM: PGH), the workforce benefits and health insurance provider, to be held today at 10:00 am at John Ormond House, 899 Silbury Boulevard, Milton Keynes, MK9 3XL, Martin Bennett, Chair of the Company, will make the following statement:

"Personal Group entered 2025 a simplified and stronger business guided by a refined strategy to accelerate growth. I am pleased to report that we are seeing the benefits of this, and the clear market need for our offerings, in the positive trading performance in the first quarter of 2025. There has been continued momentum in both Insurance and Benefits, building on the strong growth in 2024. Notably, earlier this year, we renewed and expanded our partnership with Sage, which will enable more customers to gain access to the Sage Employee Benefits platform and is expected to deliver over double the current number of referrals being provided by Sage.

The pace with which the management team are executing the growth strategy, the strength of our balance sheet and the increasing levels of recurring revenue streams, provide the Board with confidence in delivering another strong performance in 2025 and I am pleased to confirm we remain in line with market expectations."

For more information please contact:

Personal Group Holdings Plc

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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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