

12 May 2025

RECKITT BENCKISER GROUP PLC

DIRECTOR/PDMR SHAREHOLDING

Reckitt Benckiser Group plc (the "Company" or "Reckitt") announces the following changes in the interests of Directors and Persons Discharging Managerial Responsibility ("PDMR") in ordinary shares of 10 pence each in the share capital of the Company ("Shares").

Vesting of 2015 Long Term Incentive Plan ("LTIP") share awards

A performance share award of 40,000 shares granted to Kris Licht under the Reckitt Benckiser Group plc 2015 Long Term Incentive Plan on 20 May 2022 vested on 8 May 2025 at 68% (27,200 shares). A further 2,400 shares were accrued by way of a dividend equivalent allocation. Out of the 29,600 shares, 16,581 shares were sold on 9 May 2025 at a price of £48.996227 per share to release sufficient funds to settle resultant tax and social security liabilities arising from the vesting. Following this, 13,019 shares were retained and are subject to a holding period of 2 years after the end of the performance period.

The following notifications are made in accordance with DTR 3.1.2-A, incorporating article 19(1) of the Market Abuse Regulation.

1	Details of the person discharging managerial responsibilities / person closely associated										
a)	Name		Kris Licht								
2	Reason for the notification										
a)	Position/status		CEO								
b)	Initial notification/ Amendment		Initial notification								
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor										
a)	Name		Reckitt Benckiser Group plc								
b)	LEI		5493003JFSMOJG48V108								
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 10p each in Reckitt Benckiser Group plc GB00B24CGK77 - ID code for ordinary shares								
b)	Nature of the transaction		Vesting/release of share awards granted on 20 May 2022 under the Reckitt Benckiser Group plc 2015 Long Term Incentive Plan								
c)	Price(s) and volume(s)		<table><tr><td>Price(s)</td><td colspan="2">Volume(s)</td></tr><tr><td>Nil</td><td colspan="2">29,600</td></tr></table>			Price(s)	Volume(s)		Nil	29,600	
Price(s)	Volume(s)										
Nil	29,600										
d)	Aggregated information - Aggregated volume - Price		<table><tr><td>Aggregate Price</td><td>Aggregate Volume</td><td>Aggregate Total</td></tr><tr><td>Nil</td><td>29,600</td><td>Nil</td></tr></table>	Aggregate Price	Aggregate Volume	Aggregate Total	Nil	29,600	Nil		
Aggregate Price	Aggregate Volume	Aggregate Total									
Nil	29,600	Nil									
e)	Date of the transaction		2025-05-08								
f)	Place of the transaction		Outside a trading venue								
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each										

7	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 10p each in Reckitt Benckiser Group plc GB00B24CGK77 - ID code for ordinary shares		
b)	Nature of the transaction	Sale of shares to settle tax liabilities arising from conditional share award releases		
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
£48.996227	16,581			
d)	Aggregated information - Aggregated volume - Price	Aggregate Price	Aggregate Volume	Aggregate Total
		£48.996227	16,581	£812,406.44
e)	Date of the transaction	2025-05-09		
f)	Place of the transaction	London Stock Exchange, Main Market - XLON		

For further Information:

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Reckitt Benckiser Group plc's LEI code is 5493003JFSMOJG48V108

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