

PDMR SHAREHOLDING

14 May 2025

Grant of Buyout Awards

James Rainbow joined St. James's Place on 1 April 2025 as a member of the Group Executive Committee.

On 12 May 2025, James was granted the following nil-cost options over, in aggregate, 202,907 Ordinary Shares of 15 pence each (a "Share") in respect of the buy-out of awards that James forfeited on leaving his previous employment. The number of Shares awarded has been calculated using a market price of £10.1564 per Share, being the average of the quoted closing prices of a Share for the five (5) dealing days immediately prior to the grant date.

The nil-cost options will vest in tranches on the vesting dates shown in the table below, subject to James's continued employment and, for performance awards, the achievement of performance conditions. Following vesting, James will have a period of three years within which he may exercise the relevant nil-cost options.

Dividend equivalents apply to certain of the nil-cost options and may result in the delivery of additional Shares (or cash) to James when the relevant nil-cost option is exercised.

Appropriate malus and clawback provisions will apply to the nil-cost options.

PDMR	No. of shares under option (conditional awards)	No. of shares under option (performance awards)	Vesting Date
James Rainbow	38,184		7 September 2025
	17,146		6 March 2026
	30,671		6 September 2026
	10,379		4 March 2027
	26,157		4 September 2027
	7,878		25 March 2028
		64,614	12 May 2028
	7,878		25 September 2028
Total	138,293	64,614	

The Remuneration Committee believes that these awards fairly reflect the awards James forfeited in terms of value and timescale of vesting.

NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

This announcement is made in accordance with the UK Market Abuse Regulation (Regulation (EU) 596/2014, as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018).

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	James Rainbow
2	Reason for the notification	
a)	Position/status	PDMR
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	

a)	Name	St. James's Place plc		
b)	LEI	213800M993ICXOMBCP87		
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			
Transition 1				
a)	Description of the financial instrument, type of instrument	Ordinary shares of 15p each		
	Identification code	GB0007669376		
b)	Nature of the transaction	Grant of buy-out share awards under the St. James's Place plc Buyout Awards Agreement 12 May 2025		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		Nil	138,293	
d)	Aggregated information: - Aggregated volume - Price	138,293 Nil		
e)	Date of the transaction	12 May 2025		
f)	Place of the transaction	Outside a trading venue		
Transition 2				
a)	Description of the financial instrument, type of instrument	Ordinary shares of 15p each		
	Identification code	GB0007669376		
b)	Nature of the transaction	Grant of buy-out share awards under the St. James's Place Performance Share Plan		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		Nil	64,614	
d)	Aggregated information: - Aggregated volume - Price	64,614 Nil		
e)	Date of the transaction	12 May 2025		
f)	Place of the transaction	Outside a trading venue		

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