

15 May 2025

**Personal Group Holdings Plc**

("the Company" or "the Group")

**Director/PDMR Dealings**

Personal Group Holdings Plc (AIM: PGH), the workforce benefits and health insurance provider, has been notified today that, Sarah Mace, Chief Financial Officer, bought 6,927 ordinary shares of 5 pence each in the Company ("Ordinary Shares") at a price of 291.5p per share. Following this transaction, Sarah Mace holds a total of 33,052 Ordinary Shares, representing 0.11% of the Company's issued ordinary share capital.

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

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	Purchase of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.915 per share	6,927
d)	Aggregated information		
	- Aggregated volume	- 6,927	
	- Price	- £20,192.21	
e)	Date of the transaction	15 May 2025	
f)	Place of the transaction	London Stock Exchange	

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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.

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](http://www.personalgroup.com)

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