

DIRECTOR/PDMR SHAREHOLDING

20 May 2025

The Sage Group plc. ("Sage")

Notification of Transactions by Persons Discharging Managerial Responsibilities ("PDMRs") and Persons Closely Associated with them

This notification relates to transactions notified in accordance with Article 19 of the UK Market Abuse Regulation.

Upon the vesting and release of share awards granted under The Sage Group Plc 2019 Restricted Share Plan (**RSP**) on 18 May 2025, Aaron Harris, member of the Executive Leadership Team of Sage and PDMR, became beneficially entitled to the number of ordinary shares of 1^{4/77} pence each in Sage ("**Shares**") noted below.

On 19 May 2025, Sage was notified that Aaron Harris sold a number of Shares in respect of which he had become beneficially entitled at the price noted below to cover tax liabilities arising from the vesting. The resultant total shareholding of the PDMR is also included.

PDMR	Award	Number of ordinary shares acquired	Number of ordinary shares sold to cover tax liabilities	Sale price per share	Resultant total shareholding
Aaron Harris	RSP	56,834	23,919	12.2139	266,202

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Aaron Harris					
2	Reason for the notification						
a)	Position/status	Chief Technology Officer					
b)	Initial notification /Amendment	Initial notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	The Sage Group plc.					
b)	LEI	2138005RN5XYLTF8G138					
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 ISIN: GB00B8C3BL03					
b)	Nature of the transaction	Vesting of ordinary shares under The Sage Group Plc 2019 Restricted Share Plan, granted on 18 May 2022					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>56,834</td></tr></table>		Price	Volume	Nil	56,834
Price	Volume						
Nil	56,834						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	18 May 2025					
f)	Place of the transaction	Outside a trading venue					

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Aaron Harris				
2	Reason for the notification					
a)	Position/status	Chief Technology Officer				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	The Sage Group plc.				
b)	LEI	2138005RN5XYLTF8G138				
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 ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Sale of ordinary shares to cover tax liabilities arising from the vesting of ordinary shares under The Sage Group Plc 2019 Restricted Share Plan, granted on 18 May 2022				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume</td> </tr> <tr> <td>£12.2139</td> <td>23,919</td> </tr> </table>	Price	Volume	£12.2139	23,919
Price	Volume					
£12.2139	23,919					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	19 May 2025				
f)	Place of the transaction	London Stock Exchange				

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