

DIRECTOR/PDMR SHAREHOLDING
21 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.

On 20 May 2025, Eduardo Rosini, who is a member of the Executive Leadership Team of Sage and PDMR, was granted a conditional share award over ordinary shares of 1^{4/77} pence each in Sage ("Shares") under The Sage Group plc Long Term Incentive Plan ("LTIP").

No price is payable by the PDMR on either the grant or vesting of this share award.

The share award will vest in two separate tranches of 50% of the total award, on the dates set out in the table below, subject to continued employment and/or performance conditions (as applicable).

The share award is subject to malus (withholding) and clawback (recovery).

PDMR	Award	Number of Shares	Vest Dates
Eduardo Rosini	LTIP	36,546	02.12.2025 (50%)
			18.05.2026 (50%)

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Eduardo Rosini
2	Reason for the notification	
a)	Position/status	Chief Growth 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	Ordinary shares

	Identification code	ISIN: GB00B8C3BL03					
b)	Nature of the transaction	Grant of a conditional share award under The Sage Group Long Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>36,546</td></tr></table>		Price	Volume	Nil	36,546
Price	Volume						
Nil	36,546						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	20 May 2025					
f)	Place of the transaction	Outside a trading venue					

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