

29 May 2025

**AJ Bell plc**  
**Transaction in Own Shares**

AJ Bell plc ("Company") announces that it has purchased the following number of its ordinary shares of £0.000125 each through Jefferies International Limited ("Jefferies"), as part of the share buyback programme, of up to £25m, announced on 23 May 2025.

|                                                       |             |
|-------------------------------------------------------|-------------|
| Date of purchase:                                     | 28 May 2025 |
| Number of ordinary £0.000125 shares purchased:        | 69,790      |
| Highest price paid per share (pence):                 | 500.00      |
| Lowest price paid per share (pence):                  | 496.20      |
| Volume weighted average price paid per share (pence): | 499.80      |

The Company intends to cancel the purchased shares and does not intend to hold any of the purchased shares in treasury.

Following settlement of the above purchases and cancellation of the purchased ordinary shares, the Company's total number of ordinary shares in issue shall be 406,485,813 ordinary shares, with no ordinary shares in treasury.

The figure of 406,485,813 ordinary shares represents the total voting rights in the Company and may be used by shareholders as the denominator for the calculations by which they can determine if they are required to notify their interest in, or a change to their interest in, the Company under the Financial Conduct Authority's Disclosure Guidance and Transparency Rules.

In accordance with Article 5(1)(b) of Regulation (EU) No 596/2014 (as incorporated into UK domestic law by the European Union (Withdrawal) Act 2018) the schedule below contains detailed information about the purchases made by Jefferies on behalf of the Company as part of the buyback programme.

**Enquiries to:**

**AJ Bell**

- Kina Sinclair, Group Legal Director & Company Secretary +44 (0) 7701 390 708

**Aggregated Information of Ordinary Shares Purchased According to Each Trading Venue:**

| Trading Venue               | Weighted Average Price<br>(Pence per Share) | Aggregated Volume |
|-----------------------------|---------------------------------------------|-------------------|
| London Stock Exchange (LSE) | 499.72                                      | 46,488            |
| Chi-X (CHIX)                | 499.98                                      | 7,049             |
| BATE (BATE)                 | 499.98                                      | 11,269            |
| Aquis (AQXE)                | 499.99                                      | 3,075             |
| Turquoise (TRQX)            | 499.83                                      | 1,909             |

**Schedule of Purchases - Individual Transactions**

| Number of Shares Purchased | Transaction Price<br>(Pence per Share) | Venue | Time of Transaction |
|----------------------------|----------------------------------------|-------|---------------------|
| 2                          | 496.2                                  | XLON  | 08:01:47            |
| 125                        | 496.2                                  | XLON  | 08:01:47            |
| 127                        | 497.6                                  | XLON  | 08:03:42            |
| 127                        | 498                                    | XLON  | 08:05:37            |
| 30                         | 500                                    | AQXE  | 08:06:55            |
| 23                         | 500                                    | TRQX  | 08:07:00            |
| 74                         | 500                                    | CHIX  | 08:07:00            |
| 60                         | 500                                    | AQXE  | 08:29:16            |
| 246                        | 500                                    | BATE  | 08:29:16            |
| 74                         | 500                                    | CHIX  | 08:29:16            |
| 123                        | 500                                    | BATE  | 08:29:16            |
| 254                        | 500                                    | XLON  | 08:29:16            |
| 127                        | 500                                    | XLON  | 08:29:16            |
| 254                        | 500                                    | XLON  | 08:29:16            |
| 254                        | 500                                    | XLON  | 08:29:16            |
| 46                         | 500                                    | TRQX  | 08:29:16            |

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|       |       |      |          |
|-------|-------|------|----------|
| 23    | 500   | TRQX | 15:16:40 |
| 23    | 500   | TRQX | 15:16:40 |
| 123   | 500   | BATE | 15:16:40 |
| 123   | 500   | BATE | 15:16:40 |
| 123   | 500   | BATE | 15:16:40 |
| 123   | 500   | BATE | 15:16:40 |
| 123   | 500   | BATE | 15:16:40 |
| 123   | 500   | BATE | 15:16:40 |
| 123   | 500   | BATE | 15:16:40 |
| 123   | 500   | BATE | 15:16:40 |
| 738   | 500   | BATE | 15:16:40 |
| 123   | 500   | BATE | 15:16:40 |
| 123   | 500   | BATE | 15:16:40 |
| 123   | 500   | BATE | 15:16:40 |
| 123   | 500   | BATE | 15:16:40 |
| 123   | 500   | BATE | 15:16:40 |
| 123   | 500   | BATE | 15:16:40 |
| 74    | 500   | CHIX | 15:16:40 |
| 74    | 500   | CHIX | 15:16:40 |
| 1332  | 500   | CHIX | 15:16:40 |
| 30    | 500   | AQXE | 15:16:40 |
| 30    | 500   | AQXE | 15:16:40 |
| 74    | 500   | CHIX | 15:16:40 |
| 30    | 500   | AQXE | 15:16:40 |
| 30    | 500   | AQXE | 15:16:40 |
| 30    | 500   | AQXE | 15:16:40 |
| 123   | 500   | BATE | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 762   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 508   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 2540  | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 254   | 500   | XLON | 15:16:40 |
| 254   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 127   | 500   | XLON | 15:16:40 |
| 199   | 500   | AQXE | 15:16:40 |
| 254   | 500   | XLON | 15:16:40 |
| 731   | 500   | AQXE | 15:16:40 |
| 962   | 500   | CHIX | 15:16:40 |
| 519   | 499.6 | XLON | 15:16:40 |
| 2410  | 499.6 | XLON | 15:16:40 |
| 4196  | 499.6 | XLON | 15:16:40 |
| 21069 | 499.6 | XLON | 15:16:40 |
| 21    | 500   | BATE | 15:16:40 |
| 21    | 500   | BATE | 15:16:40 |
| 21    | 500   | BATE | 15:16:40 |
| 714   | 500   | BATE | 15:16:41 |
| 467   | 500   | BATE | 15:17:12 |
| 463   | 500   | BATE | 15:19:44 |
| 30    | 500   | AQXE | 15:24:01 |
| 30    | 500   | AQXE | 15:24:01 |
| 30    | 500   | AQXE | 15:24:01 |
| 74    | 500   | CHIX | 15:25:16 |
| 74    | 500   | CHIX | 15:25:16 |
| 74    | 500   | CHIX | 15:25:16 |
| 74    | 500   | CHIX | 15:25:16 |
| 460   | 500   | BATE | 15:25:49 |
| 1892  | 500   | BATE | 15:26:16 |
| 123   | 500   | BATE | 15:26:16 |
| 123   | 500   | BATE | 15:26:16 |

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|     |     |      |          |
|-----|-----|------|----------|
| 119 | 500 | XLON | 16:28:30 |
| 127 | 500 | XLON | 16:28:30 |
| 6   | 500 | XLON | 16:28:30 |
| 7   | 500 | CHIX | 16:29:42 |
| 71  | 500 | CHIX | 16:29:42 |
| 74  | 500 | CHIX | 16:29:42 |
| 3   | 500 | AQXE | 16:29:51 |
| 74  | 500 | CHIX | 16:29:52 |
| 3   | 500 | CHIX | 16:29:52 |
| 19  | 500 | CHIX | 16:29:52 |
| 74  | 500 | CHIX | 16:29:52 |

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