

**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).

|                      |                                                                                                                                                                                                          |                                                                                                                   |           |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-----------|
| <b>1</b>             | <b>Details of the person discharging managerial responsibilities/person closely associated</b>                                                                                                           |                                                                                                                   |           |
| a)                   | Name                                                                                                                                                                                                     | Mark FitzPatrick                                                                                                  |           |
| <b>2</b>             | <b>Reason for the notification</b>                                                                                                                                                                       |                                                                                                                   |           |
| a)                   | Position/status                                                                                                                                                                                          | PDMR/Chief Executive Officer                                                                                      |           |
| b)                   | Initial notification /Amendment                                                                                                                                                                          | Initial notification                                                                                              |           |
| <b>3</b>             | <b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>                                                                                     |                                                                                                                   |           |
| a)                   | Name                                                                                                                                                                                                     | St. James's Place plc                                                                                             |           |
| b)                   | LEI                                                                                                                                                                                                      | 213800M993ICXOMBCP87                                                                                              |           |
| <b>4</b>             | <b>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</b> |                                                                                                                   |           |
| <b>Transaction 1</b> |                                                                                                                                                                                                          |                                                                                                                   |           |
| a)                   | Description of the financial instrument, type of instrument                                                                                                                                              | Ordinary shares of 15p each                                                                                       |           |
|                      | Identification code                                                                                                                                                                                      | GB0007669376                                                                                                      |           |
| b)                   | Nature of the transaction                                                                                                                                                                                | Ordinary shares acquired under a Dividend Reinvestment Plan in respect of the final dividend paid on 23 May 2025. |           |
| c)                   | Price(s) and volume(s)                                                                                                                                                                                   | Price(s)                                                                                                          | Volume(s) |
|                      |                                                                                                                                                                                                          | £11.068014                                                                                                        | 7         |
| d)                   | Aggregated information:<br>- Aggregated volume<br>- Price                                                                                                                                                | 7<br>£77.48                                                                                                       |           |
| e)                   | Date of the transaction                                                                                                                                                                                  | 28/05/2025                                                                                                        |           |
| f)                   | Place of the transaction                                                                                                                                                                                 | XLON                                                                                                              |           |

|                      |                                                                                                                                                                                                          |                                 |  |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|--|
| <b>1</b>             | <b>Details of the person discharging managerial responsibilities/person closely associated</b>                                                                                                           |                                 |  |
| a)                   | Name                                                                                                                                                                                                     | Tom Beal                        |  |
| <b>2</b>             | <b>Reason for the notification</b>                                                                                                                                                                       |                                 |  |
| a)                   | Position/status                                                                                                                                                                                          | PDMR/ Group Investment Director |  |
| b)                   | Initial notification /Amendment                                                                                                                                                                          | Initial notification            |  |
| <b>3</b>             | <b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>                                                                                     |                                 |  |
| a)                   | Name                                                                                                                                                                                                     | St. James's Place plc           |  |
| b)                   | LEI                                                                                                                                                                                                      | 213800M993ICXOMBCP87            |  |
| <b>4</b>             | <b>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</b> |                                 |  |
| <b>Transaction 1</b> |                                                                                                                                                                                                          |                                 |  |
| a)                   | Description of the financial instrument, type of instrument                                                                                                                                              | Ordinary shares of 15p each     |  |

|    |                                                           |                                                                                                                   |           |
|----|-----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-----------|
|    | Identification code                                       | GB0007669376                                                                                                      |           |
| b) | Nature of the transaction                                 | Ordinary shares acquired under a Dividend Reinvestment Plan in respect of the final dividend paid on 23 May 2025. |           |
| c) | Price(s) and volume(s)                                    | Price(s)                                                                                                          | Volume(s) |
|    |                                                           | £11.068014                                                                                                        | 5         |
| d) | Aggregated information:<br>- Aggregated volume<br>- Price | 5<br>£55.34                                                                                                       |           |
| e) | Date of the transaction                                   | 28/05/2025                                                                                                        |           |
| f) | Place of the transaction                                  | XLON                                                                                                              |           |

|               |                                                                                                                                                                                                   |                                                                                                                   |           |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-----------|
| 1             | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                                                   |           |
| a)            | Name                                                                                                                                                                                              | Paul Loftus                                                                                                       |           |
| 2             | Reason for the notification                                                                                                                                                                       |                                                                                                                   |           |
| a)            | Position/status                                                                                                                                                                                   | PDMR/General Counsel                                                                                              |           |
| 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 |                                                                                                                   |           |
| Transaction 1 |                                                                                                                                                                                                   |                                                                                                                   |           |
| a)            | Description of the financial instrument, type of instrument<br><br>Identification code                                                                                                            | Ordinary shares of 15p each<br><br>GB0007669376                                                                   |           |
| b)            | Nature of the transaction                                                                                                                                                                         | Ordinary shares acquired under a Dividend Reinvestment Plan in respect of the final dividend paid on 23 May 2025. |           |
| c)            | Price(s) and volume(s)                                                                                                                                                                            | Price(s)                                                                                                          | Volume(s) |
|               |                                                                                                                                                                                                   | £11.068014                                                                                                        | 2         |
| d)            | Aggregated information:<br>- Aggregated volume<br>- Price                                                                                                                                         | 2<br>£22.14                                                                                                       |           |
| e)            | Date of the transaction                                                                                                                                                                           | 28/05/2025                                                                                                        |           |
| f)            | Place of the transaction                                                                                                                                                                          | XLON                                                                                                              |           |

**For further information:**

**St. James's Place plc**

**Jonathan Dale**, Company Secretary - 01285 717237

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