

RNS Number : 6600K
SAGA PLC
29 May 2025

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Saga plc

Director/PDMR Shareholding

Pursuant to the notification obligations under Article 19 of the Market Abuse Regulation, Saga plc (**Saga** or the **Company**) hereby notifies the following changes in the interests of directors and persons discharging managerial responsibility (**PDMRs**) in Ordinary Shares of 15 pence each in the Company (**Shares**).

Deferred Bonus Plan (DBP)

On 28 May 2025, the Company granted awards (in the form of nil-cost options) over Shares under the DBP as set out in column 3 of the below table. The number of Shares has been determined by reference to the price of a Share on Tuesday 27 May 2025 (143.6 pence per Share). The DBP award represents the portion of each individual's annual bonus for 2024/25 that they are required to defer into shares. The shares are subject to a three-year holding period (28 May 2025 to 27 May 2028).

1. Name	2. Status	3. No of Shares
Mike Hazell	Director/PDMR	177,412
Mark Watkins	Director/PDMR	92,402

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	1. Mike Hazell 2. Mark Watkins	
2	Reason for the notification		
a)	Position/status	1. Director, Group Chief Executive Officer 2. Director, Group Chief Financial Officer	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Saga plc	
b)	LEI	2138004WWUJN94K2LH95	
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 15 pence	
	Identification code	GB00BMX64W89	
b)	Nature of the transaction	Awards made pursuant to the Saga plc Deferred Bonus Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. £nil	1. 177,412
		2. £nil	2. 92,402
d)	Aggregated information - Aggregated volume - Price	n/a	
e)	Date of the transaction	28 May 2025	
f)	Place of the transaction	Outside of trading venue	

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