



## Haleon plc: Director/PDMR Shareholding

**11 June 2025:** Haleon plc (the "Company" or "Haleon") (LSE/NYSE:HLN) today announces notification and public disclosure in accordance with the requirements of The UK Market Abuse Regulation of Transactions by Persons Discharging Managerial Responsibilities ("PDMRs").

On 10 June 2025, the Company was notified of the following transactions as detailed below.

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Keith Choy					
2	Reason for the notification						
a)	Position/status	President, Asia Pacific - PDMR					
b)	Initial notification /Amendment	Initial Notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Haleon plc					
b)	LEI	549300PSB3WWEODCUP19					
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 £0.01 each					
	Identification code	GB00BMX86B70					
b)	Nature of the transaction	Sale of Ordinary Shares in the Company					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£4.000837</td><td>45,000</td></tr></table>		Price(s)	Volume(s)	£4.000837	45,000
Price(s)	Volume(s)						
£4.000837	45,000						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of the transaction	9 June 2025					
f)	Place of the transaction	London Stock Exchange (XLON)					
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	Ordinary Shares of £0.01 each					

	instrument							
	Identification code	GB00BMX86B70						
b)	Nature of the transaction	Sale of Ordinary Shares in the Company						
c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>£3.989713</td><td>20,000</td></tr><tr><td>£3.953695</td><td>20,000</td></tr></table>	Price(s)	Volume(s)	£3.989713	20,000	£3.953695	20,000
Price(s)	Volume(s)							
£3.989713	20,000							
£3.953695	20,000							
d)	Aggregated information							
	- Aggregated volume	40,000						
	- Price	£3.971704						
e)	Date of the transaction	10 June 2025						
f)	Place of the transaction	London Stock Exchange (XLON)						

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Alan Stewart					
2	Reason for the notification						
a)	Position/status	Independent Non-Executive Director - PDMR					
b)	Initial notification /Amendment	Initial Notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Haleon plc					
b)	LEI	549300PSB3WWEODCUP19					
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 £0.01 each					
	Identification code	GB00BMX86B70					
b)	Nature of the transaction	Acquisition of Ordinary Shares as a result of dividend reinvestment					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£4.039904</td><td>376</td></tr></table>		Price(s)	Volume(s)	£4.039904	376
Price(s)	Volume(s)						
£4.039904	376						
d)	Aggregated information  - Aggregated volume  - Price	N/A					
e)	Date of the transaction	5 June 2025					
f)	Place of the transaction	London Stock Exchange (XLON)					

On 11 June 2025, the Company was notified of the following transactions as detailed below.

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
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a)	Name	Dawn Allen					
<b>2</b>	<b>Reason for the notification</b>						
a)	Position/status	Chief Financial Officer - PDMR					
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	Haleon plc					
b)	LEI	549300PSB3WWEODCUP19					
<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>						
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary Shares of £0.01 each  GB00BMX86B70					
b)	Nature of the transaction	Acquisition of Ordinary Shares as a result of dividend reinvestment					
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£3.9654</td> <td>974.12802</td> </tr> </table>		Price(s)	Volume(s)	£3.9654	974.12802
Price(s)	Volume(s)						
£3.9654	974.12802						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of the transaction	10 June 2025					
f)	Place of the transaction	London Stock Exchange (XLON)					

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Keith Choy	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	President, Asia Pacific - PDMR	
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	Haleon plc	
b)	LEI	549300PSB3WWEODCUP19	
<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>		
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary Shares of £0.01 each  GB00BMX86B70	

b)	Nature of the transaction	Acquisition of Ordinary Shares as a result of dividend reinvestment					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£3.9654</td><td>7462.44922</td></tr></table>		Price(s)	Volume(s)	£3.9654	7462.44922
Price(s)	Volume(s)						
£3.9654	7462.44922						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of the transaction	10 June 2025					
f)	Place of the transaction	London Stock Exchange (XLON)					

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Filippo Lanzi					
2	Reason for the notification						
a)	Position/status	President, EMEA and LATAM - PDMR					
b)	Initial notification /Amendment	Initial Notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Haleon plc					
b)	LEI	549300PSB3WWEODCUP19					
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 £0.01 each					
	Identification code	GB00BMX86B70					
b)	Nature of the transaction	Acquisition of Ordinary Shares as a result of dividend reinvestment					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£3.9654</td><td>4077.39218</td></tr></table>		Price(s)	Volume(s)	£3.9654	4077.39218
Price(s)	Volume(s)						
£3.9654	4077.39218						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of the transaction	10 June 2025					
f)	Place of the transaction	London Stock Exchange (XLON)					

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Brian McNamara
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive Officer - PDMR

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	Haleon plc				
b)	LEI	549300PSB3WWEODCUP19				
<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>					
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary Shares of £0.01 each  GB00BMX86B70				
b)	Nature of the transaction	Acquisition of Ordinary Shares as a result of dividend reinvestment				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£3.9654</td> <td>9851.75193</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£3.9654	9851.75193
Price(s)	Volume(s)					
£3.9654	9851.75193					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	10 June 2025				
f)	Place of the transaction	London Stock Exchange (XLON)				
<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>					
a)	Description of the financial instrument, type of instrument  Identification code	Haleon plc American Depositary Shares (ADS)  US4055521003				
b)	Nature of the transaction	Acquisition of ADSs as a result of dividend reinvestment				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>10.8692</td> <td>3639.49143</td> </tr> </tbody> </table>	Price(s)	Volume(s)	10.8692	3639.49143
Price(s)	Volume(s)					
10.8692	3639.49143					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	10 June 2025				
f)	Place of the transaction	New York Stock Exchange (XNYS)				
<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Adrian Morris				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	General Counsel - PDMR				

b)	Initial notification /Amendment	Initial Notification						
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor							
a)	Name	Haleon plc						
b)	LEI	549300PSB3WWEODCUP19						
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 of £0.01 each  GB00BMX86B70						
b)	Nature of the transaction	Acquisition of Partnership Shares and award of Matching Shares under the Company's Share Reward Plan						
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£3.9619</td><td>32</td></tr><tr><td>£Nil</td><td>32 (Matching Shares)</td></tr></table>	Price(s)	Volume(s)	£3.9619	32	£Nil	32 (Matching Shares)
Price(s)	Volume(s)							
£3.9619	32							
£Nil	32 (Matching Shares)							
d)	Aggregated information  - Aggregated volume  - Price	  64						
e)	Date of the transaction	10 June 2025						
f)	Place of the transaction	London Stock Exchange (XLON)						

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Franck Riot				
2	Reason for the notification					
a)	Position/status	Chief R&D Officer - PDMR				
b)	Initial notification /Amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Haleon plc				
b)	LEI	549300PSB3WWEODCUP19				
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 of £0.01 each  GB00BMX86B70				
b)	Nature of the transaction	Acquisition of Ordinary Shares as a result of dividend reinvestment				
c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td></td><td></td></tr></table>	Price(s)	Volume(s)		
Price(s)	Volume(s)					

		<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£3.9654</td><td>2670.66966</td></tr></table>	Price(s)	Volume(s)	£3.9654	2670.66966
Price(s)	Volume(s)					
£3.9654	2670.66966					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	10 June 2025				
f)	Place of the transaction	London Stock Exchange (XLON)				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Tamara Rogers				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Chief Marketing Officer - PDMR				
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	Haleon plc				
b)	LEI	549300PSB3WWEODCUP19				
<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>					
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary Shares of £0.01 each  GB00BMX86B70				
b)	Nature of the transaction	Acquisition of Ordinary Shares as a result of dividend reinvestment				
c)	Price(s) and volume(s)	<table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>£3.9654</td> <td>3298.23924</td> </tr> </table>	Price(s)	Volume(s)	£3.9654	3298.23924
Price(s)	Volume(s)					
£3.9654	3298.23924					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	10 June 2025				
f)	Place of the transaction	London Stock Exchange (XLON)				
<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>					
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary Shares of £0.01 each  GB00BMX86B70				
b)	Nature of the transaction	Acquisition of Partnership Shares and award of Matching Shares under the Company's Share Reward Plan				
c)	Price(s) and volume(s)	<table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td></td> <td></td> </tr> </table>	Price(s)	Volume(s)		
Price(s)	Volume(s)					

		<table><tr><th>PRICE(S)</th><th>VOLUME(S)</th></tr><tr><td>£3.9619</td><td>32</td></tr><tr><td>£Nil</td><td>32 (Matching Shares)</td></tr></table>	PRICE(S)	VOLUME(S)	£3.9619	32	£Nil	32 (Matching Shares)
PRICE(S)	VOLUME(S)							
£3.9619	32							
£Nil	32 (Matching Shares)							
d)	Aggregated information							
	- Aggregated volume	64						
	- Price							
e)	Date of the transaction	10 June 2025						
f)	Place of the transaction	London Stock Exchange (XLON)						

**Amanda Mellor**  
**Company Secretary**

#### **About Haleon**

Haleon (LSE/NYSE: HLN) is a global leader in consumer health, with a purpose to deliver better everyday health with humanity. Haleon's product portfolio spans six major categories - Oral Health, Vitamins, Minerals and Supplements (VMS), Pain Relief, Respiratory Health, Digestive Health and Therapeutic Skin Health and Other. Its long-standing brands - such as *Advil*, *Centrum*, *Otrivin*, *Panadol*, *parodontax*, *Polident*, *Sensodyne*, *Theraflu* and *Voltaren* - are built on trusted science, innovation and deep human understanding.

For more information, please visit [www.haleon.com](http://www.haleon.com).

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