

DIRECTOR/PDMR SHAREHOLDING

16 June 2025

The Sage Group plc. ("Sage")

#### Notification of Transactions by Persons Discharging Managerial Responsibilities

This notification relates to transactions notified in accordance with Article 19 of the UK Market Abuse Regulation.

Sage announces that on 13 June 2025 it granted options (the "Options") over a total of 1,132,772 ordinary shares of 1<sup>4/77</sup> pence each to 2,367 employees, pursuant to the rules of The Sage Save and Share Plan (the "Plan").

The invitation to join the Plan was made available to all eligible employees of Sage in countries participating in the Plan in 2025, who were employed on or before 8 May 2025. Employees are limited to a maximum saving of £500 per month (or local currency equivalent) across this plan and any other outstanding Save and Share plans they may be participating in. The grant of Options amounts to 0.1092% of Sage's issued share capital as at 13 June 2025. The exercise of Options on maturity is not dependent upon performance criteria.

The Options for UK participants are exercisable between 1 August 2028 and 31 January 2029 with the exercise price set at a 20% discount to the average middle market quotation for the three dealing days prior to the launch of the Plan on 21 May 2025 and is £9.87 pence per ordinary share.

The following PDMR has applied to participate in the Plan and is included in the totals above as follows:

PDMRs	Participating country	Number of Options granted	Option price per ordinary share
Amanda Cusdin	UK	559	£9.87

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Amanda Cusdin
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief People 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	The Sage Group plc.
b)	LEI	2138005RN5XYLTF8G138
<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  ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Grant of Options over ordinary shares under The Sage Save and Share Plan, exercisable between 1 August 2028 and 31 January 2029				
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>559</td></tr></table>	Price	Volume	Nil	559
Price	Volume					
Nil	559					
d)	Aggregated information  - Aggregated volume  - Price	N/A - single transaction				
e)	Date of the transaction	13 June 2025				
f)	Place of the transaction	Outside a trading venue				

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