

26 June 2025

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**).

Grant of Awards under the Saga 2025 Restricted Share Plan (RSP)

On 25 June 2025, the Company granted awards (in the form of nil-cost options) over Shares under the Saga 2025 RSP as set out in column 3 of the below table.

1. Name	2. Status	3. No of Shares
Mike Hazell	Director/PDMR	350,227
Mark Watkins	Director/PDMR	199,672

No consideration was paid for the grant of the RSP Awards which are structured as nil cost options. The number of Shares granted under each RSP award has been determined by reference to the price of a Share on Tuesday 24 June 2025 (175.6 pence per Share).

The normal vesting date of the RSP Awards will be 25 June 2028, being the third anniversary of the award date. Once vested, the RSP Awards will normally be exercisable until the day before the tenth anniversary of the award date. The RSP Awards are subject to a two-year holding period commencing on vesting.

The RSP Awards will ordinarily vest after three years subject to the grantee's continued service and a discretionary underpin that allows the Company's Remuneration Committee (the **Committee**) to make adjustments to the level of vesting if the Committee believes due to business performance, individual performance or wider Company considerations that the vesting should be adjusted. This will include consideration of all relevant factors, including any windfall gains.

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 2025 Restricted Share Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. £nil 2. £nil	1. 350,227 2. 199,672
d)	Aggregated information - Aggregated volume - Price	n/a	
e)	Date of the transaction	25 June 2025	

f)	Place of the transaction	Outside of trading venue
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Enquiries

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