



### Haleon plc: Director/PDMR Shareholding

**10 July 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 July 2025, the Company received notification of the following transaction as detailed below.

1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	Adrian Morris							
2	Reason for the notification								
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	Ordinary Shares of £0.01 each							
	Identification code	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>£3.701</td><td>33</td></tr><tr><td>£Nil</td><td>33 (Matching Shares)</td></tr></table>		Price(s)	Volume(s)	£3.701	33	£Nil	33 (Matching Shares)
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d)	Aggregated information								
	- Aggregated volume	66							
	- Price								
e)	Date of the transaction	9 July 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>	
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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						
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**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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