

RECKITT BENCKISER GROUP PLC

DIRECTOR/PDMR SHAREHOLDINGS

Reckitt Benckiser Group plc (the "Company") announces the following changes in the interests of Directors and Persons Discharging Managerial Responsibility ("PDMR") in ordinary shares of 10 pence each in the share capital of the Company ("Shares").

Vesting of Replacement Award

As previously announced on 27 October 2023, Shannon Eisenhardt, Chief Financial Officer, was awarded 5,248 performance Shares on 26 October 2023 in relation to the long-term incentive award over NIKE, Inc. shares granted to Shannon in August 2022, and vesting based on the measures and targets for the Reckitt 2022 LTIP award (as disclosed in the Company's 2021 and 2024 Annual Report). The shares will vest at 68% with a total of 3,568 shares. As part of the award, Shannon was also entitled to an accrual of 248 shares by way of a dividend equivalent on the award. 1,798 shares were sold on 1 August 2025 at a price of £56.54 per share to release sufficient funds to settle the resultant tax and social security liabilities arising from the vesting.

The following notifications are made in accordance with DTR 3.1.2-A, incorporating article 19(1) of the Market Abuse Regulation.

NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Shannon Eisenhardt					
2	Reason for the notification						
a)	Position/status	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	Reckitt Benckiser Group plc					
b)	LEI	5493003JFSMOJG48V108					
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 10p each in Reckitt Benckiser Group plc GB00B24CGK77					
b)	Nature of the transaction	Vesting of replacement share awards in relation to former employment with NIKE, Inc and accrual of dividend equivalent shares.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>3,816</td></tr></table>	Price(s)	Volume(s)	Nil	3,816	
Price(s)	Volume(s)						
Nil	3,816						
d)	Aggregated information Aggregated volume Price	N/A					
e)	Date of the transaction	2025-08-01					
f)	Place of the transaction	Outside a Trading Venue					
	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each						

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 10p each in Reckitt Benckiser Group plc GB00B24CGK77 - ID code for ordinary shares			
b)	Nature of the transaction	Sale of shares to settle tax liabilities arising from vesting of replacement share award and dividend equivalent shares.			
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		£56.54	1,798		
d)	Aggregated information - Aggregated volume - Price	Aggregate Price	Aggregate Volume	Aggregate Total	
		£56.54	1,798	£101,658.92	
e)	Date of the transaction	2025-08-01			
f)	Place of the transaction	London Stock Exchange, Main Market - XLON			

CONTACT DETAILS:

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About Reckitt:

We make the products people trust to care for the ones they love. We are home to some of the world's best-loved consumer health and hygiene brands, including Dettol, Durex, Finish, Gaviscon, Harpic, Lysol, Mucinex, Nurofen, Strepsils, Vanish and Veet. Consumers are at the heart of everything we do. By creating innovative, science-backed solutions, we support people every day to live healthier lives.

Reckitt exists to protect, heal and nurture in the pursuit of a cleaner, healthier world. This commitment goes beyond the products we make. Through our actions, we expand access to healthcare, education and economic opportunities. We support the planet by reducing waste, conserving resources and driving sustainable innovation.

We believe good health starts at home. With every action we take, we strive to make our consumers' lives easier, cleaner and healthier, to strengthen communities and to create a more sustainable future.

* Reckitt is the trading name of the Reckitt Benckiser group of companies

Reckitt Benckiser Group plc's LEI code is 5493003JFSMOJG48V108

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