



## Haleon plc: Director/PDMR Shareholding

**5 August 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 1 August 2025, Ed Petter, Chief Corporate Affairs Officer, received the vesting of the second tranche of an award of Haleon Ordinary Shares under the Haleon Share Value Plan. The award was granted as part of his remuneration arrangements upon joining Haleon, to compensate for forfeited incentives from his previous employment.

The award is subject to malus and clawback provisions.

Further details are set out in the below notification, made in accordance with the requirements of The UK Market Abuse Regulations.

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>							
a)	Name	Ed Petter						
<b>2</b>	<b>Reason for the notification</b>							
a)	Position/status	Chief Corporate Affairs 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	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	Ordinary Shares of £0.01 each						
	Identification code	GB00BMX86B70						
b)	Nature of the transaction	Acquisition of Ordinary Shares in respect of a vesting of the Haleon plc Share Value Plan (Buyout award).						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th><th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td></td><td>Nil</td><td>112,924</td></tr> </tbody> </table>		Price(s)	Volume(s)		Nil	112,924
	Price(s)	Volume(s)						
	Nil	112,924						
d)	Aggregated information							
	- Aggregated volume	N/A						
	- Price							
e)	Date of the transaction	1 August 2025						
f)	Place of the transaction	Outside a trading venue						

4	<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	Automatic disposal of Ordinary Shares resulting from Haleon plc Share Value Plan (Buyout award) vesting to cover tax liabilities.						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th><th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td></td><td>£3.639</td><td>53207.298246</td></tr> </tbody> </table>		Price(s)	Volume(s)		£3.639	53207.298246
	Price(s)	Volume(s)						
	£3.639	53207.298246						
d)	Aggregated information - Aggregated volume - Price	N/A						
e)	Date of the transaction	1 August 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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