

DIRECTOR/PDMR SHAREHOLDING

20 August 2025

The Sage Group plc. ("**Sage**")

Notification of Transactions by Persons Discharging Managerial Responsibilities ("PDMRs")

This notification relates to transactions notified in accordance with Article 19(3) of the UK Market Abuse Regulation.

Sage announces that, on 19 August 2025, Amanda Cusdin, who is a member of the Sage Executive Leadership Team, exercised options over 1,013 ordinary shares of 1^{4/77} pence each in Sage ("Ordinary Shares") at an option price of £5.33. The options were granted to her under The Sage Save and Share Plan on 14 June 2022 and matured on 1 August 2025.

The resultant shareholding after this transaction for Amanda Cusdin is 154,881 Ordinary Shares.

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Amanda Cusdin					
2	Reason for the notification						
a)	Position/status	Chief People Officer					
b)	Initial notification /Amendment	Initial notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	The Sage Group plc.					
b)	LEI	2138005RN5XYLTF8G138					
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					
	Identification code	ISIN: GB00B8C3BL03					
b)	Nature of the transaction	Exercise of options to acquire Ordinary Shares granted under The Sage Save and Share Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£5.33</td><td>1,013</td></tr></table>		Price(s)	Volume(s)	£5.33	1,013
Price(s)	Volume(s)						
£5.33	1,013						
d)	Aggregated information	N/A - single transaction					
	- Aggregated volume						
	- Price						

e)	Date of the transaction	19 August 2025
f)	Place of the transaction	Outside a trading venue

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