PensionBee Group plc
Incorporated in England and Wales
Registration Number: 13172844
LEI: 2138008663P5FHPGZV74
ISIN: GB00BNDRLN84

11 September 2025

PensionBee Group plc

Notification of Transaction by Persons Discharging Managerial Responsibilities ('PDMRs')

PensionBee Group plc (the 'Company') notifies that the following PDMRs have acquired ordinary shares of £0.001 each in the Company ('Shares') as set out below.

The following PDMRs acquired Shares following the exercise of vested options granted under the Company's Historic Share Option Plans (as set out in the Prospectus dated 12 April 2021), namely the PensionBee Limited EMI Share Option Scheme (the 'EMI Scheme'), and the exercise of vested options granted under the 2021 PensionBee Group Plc Omnibus Plan (the 'Omnibus Plan').

Under the EMI Scheme, both EMI ('EMI Options') and Unapproved Options ('Non-EMI Options") were granted. The Omnibus Plan is the Company's umbrella plan under which share options can be granted under two different types of awards: deferred share bonus awards (the 'DSB Awards') and restricted share plan awards (the 'RSP Awards').

Name	Position / Status	Number of options exercised	Number of Shares released	Number of Shares sold*	Share price at which Shares sold	Net number of Shares retained
EMI Scheme - Non-EMI Options						
Romi Savova	Chief Executive Officer / PDMR	70,000	70,000	38,798	£1.48949	31,202
EMI Scheme - EMI Options						
Jonathan Lister Parsons	Chief Technology Officer / PDMR	70,000	70,000	0	n/a	70,000
Omnibus Plan - DSB Awards						
Jonathan Lister Parsons	Chief Technology Officer / PDMR	161,010	161,010	89,174	£1.48949	71,836
Romi Savova	Chief Executive Officer / PDMR	161,010	161,010	89,174	£1.48949	71,836

* The number of shares sold to cover associated income tax and national insurance liabilities. All PDMRs retained their balance of shares.

Following the transactions, the PDMRs have the following interests in Shares:

Name	Interests in Shares following the Transaction(s)
Romi Savova	76,141,724
Jonathan Lister Parsons	12,132,356

The Notification of Dealing Forms are set out below.

This announcement, including the notifications below, is made in accordance with the requirements of Article 19 of the UK Market Abuse Regulation.

1.	Details of PDMR / person closely associated with them ('PCA')	
a)	Full Name	Romi Savova
2.	Reasons for the notification	
a)	Position / Status	Chief Executive Officer / PDMR
b)	Initial notification / amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Full name of the entity	PensionBee Group plc
b)	Legal Entity Identifier code	2138008663P5FHPGZV74
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 Identification Code	Ordinary Shares of £0.001 each GB00BNDRLN84
b)	Nature of the transaction	(i) Acquisition of Shares on exercise of Non-EMI Options under the EMI Scheme. (ii) Sale of Shares to cover income tax and national insurance liabilities associated with exercise of Non-EMI Options under the EMI Scheme. (iii) Acquisition of Shares on exercise of DSB Award under the Omnibus Plan. (iv) Sale of Shares to cover income tax and national insurance liabilities associated with exercise of DSB Award under the Omnibus Plan.
c)	Price(s) and volume(s)	(see table below)

	Price(s)	Volume(s)
(i) Exercise of options	£0.001	70,000
(ii) Sale of Shares	£1.48949	38,798
(iii) Exercise of options	£0.001	161,010
(iv) Sale of Shares	£1.48949	89,174

d)	Aggregated information - Aggregated volume - Price	Not Applicable
e)	Date of the transaction	9 September 2025
f)	Place of the transaction	London Stock Exchange

1.	Details of PDMR / person closely associated with them ('PCA')	
a)	Full Name	Jonathan Lister Parsons
2.	Reasons for the notification	
a)	Position / status	Chief Technology Officer / PDMR
b)	Initial notification / amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Full name of the entity	PensionBee Group plc
b)	Legal Entity Identifier code	2138008663P5FHPGZV74
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 Identification Code	Ordinary Shares of £0.001 each GB00BNDRLN84
b)	Nature of the transaction	(i) Acquisition of Shares on exercise of EMI Options under the EMI Scheme. (ii) Acquisition of Shares on exercise of DSB Award under the Omnibus Plan.

		(iii) Sale of Shares to cover income tax and national insurance liabilities associated with exercise of DSB Award under the Omnibus Plan.		
c)	Price(s) and volume(s)		Price(s)	Volume(s)
		(i) Exercise of options	£0.001	70,000
		(ii) Exercise of options	£0.001	161,010
		(iii) Sale of Shares	£1.48949	89,174
d)	Aggregated information - Aggregated volume - Price	Not Applicable		
e)	Date of the transaction	9 September 2025		
f)	Place of the transaction	London Stock Exchange		

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