

AJ Bell plc
("AJ Bell" or the "Company")
Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

AJ Bell announces that on 12 September 2025, it was notified of the following transactions (**Transactions**) which took place on 11 September 2025:

- (1) that each person discharging managerial responsibilities (**PDMR**) in AJ Bell who is named in column (1) of the below table purchased the number of ordinary shares of £0.000125 each (**Ordinary Shares**) in the issued share capital of AJ Bell set alongside their respective names in column (2) of the below table under the Company's Buy As You Earn scheme (**BAYE**) at a price of £5.138899 per Ordinary Share.

(1)	(2)
PDMR	Number of Ordinary Shares acquired
Mo Tagari	29
Liz Carrington	29
Billy Mackay	29
Karen Goodman	29
Kina Sinclair	29
Charlie Musson	29
Ryan Hughes	29

- (2) that Nick Carrington, who is a person closely associated (**PCA**) with Liz Carrington, a PDMR, purchased 29 Ordinary Shares (**Ordinary Shares**) under the BAYE at a price of £5.138899 per Ordinary Share.

- (3) Following completion of the above Transactions, each PDMR who is named in column (1) of the below table is interested in the number of Ordinary Shares in AJ Bell and percentage of AJ Bell's issued share capital set alongside their respective names in columns (2) and (3) of the below table.

(1)	(2)	(3)
PDMR	Number of Ordinary Shares in which interested	% of issued share capital
Mo Tagari	137,616	0.034
Liz Carrington	508,338	0.125
Billy Mackay	1,326,881	0.327
Karen Goodman	1,524	0.000
Kina Sinclair	11,791	0.003
Charlie Musson	359,034	0.089
Ryan Hughes	126,774	0.031

The notifications below, made in accordance with the requirements of the UK Market Abuse Regulation, provide further details.

ENQUIRIES

AJ Bell

Kina Sinclair, Group Legal Director & Company Secretary

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1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Mohamed Tagari	
2	Reason for the notification		
a)	Position/status	Chief Technology & Customer Services Officer/PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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 £0.000125 each	
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		5.138899	29
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	11 September 2025	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Elizabeth Carrington	
2	Reason for the notification		
a)	Position/status	HR Director/PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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 £0.000125 each	
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under BAYE	
c)	Currency	GBP	

d)	Price(s) and volume(s)	Price(s)	Volume(s)
		5.138899	29
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	11 September 2025	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Billy Mackay	
2	Reason for the notification		
a)	Position/status	Advised Managing Director/PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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 £0.000125 each GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		5.138899	29
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	11 September 2025	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Karen Goodman	
2	Reason for the notification		
a)	Position/status	Chief Risk Officer/PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	AJ Bell plc	

a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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 £0.000125 each GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		5.138899	29
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	11 September 2025	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Kina Sinclair	
2	Reason for the notification		
a)	Position/status	Group Legal Director & Company Secretary/PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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 £0.000125 each GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		5.138899	29
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	11 September 2025	
g)	Place of the transaction	London Stock Exchange	

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1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Charles Musson	
2	Reason for the notification		
a)	Position/status	D2C Managing Director/PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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 £0.000125 each	
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		5.138899	29
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	11 September 2025	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Ryan Hughes	
2	Reason for the notification		
a)	Position/status	Managing Director, AJ Bell Investments/PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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 £0.000125 each	
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under BAYE	

c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		5.138899	29
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	11 September 2025	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Nicholas Carrington	
2	Reason for the notification		
a)	Position/status	PCA with Elizabeth Carrington, HR Director/PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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 £0.000125 each GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under BAYE	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		5.138899	29
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	11 September 2025	
g)	Place of the transaction	London Stock Exchange	

Name of officer of issuer responsible for making notification: Kina Sinclair (**Company Secretary**)

Date of notification: 15 September 2025

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