RNS Number: 3217Z AJ Bell PLC 15 September 2025

## 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

a)	Details of the person discharging managerial responsibilities/person closely associated		
	Name	Mohamed Tagari	
2	Reason for the notification	tion	
a)	Position/status	Chief Technology & Customer Services Officer/PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issue auctioneer or auction		narket participant, auction platform
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	3
4			ted for (i) each type of instrument; (ii
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.00012	25 each
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Purchase of shares under B	AYE
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		5.138899	29
e)	Aggregated information		
	- Aggregated volume	Aggregated volume N/A single transaction	
	- Price		
	- Aggregated total		
f)	Date of the transaction	11 September 2025	
g)	Place of the transaction	London Stock Exchange	
1	Details of the person d	lischarging managerial resp	oonsibilities/person closely associated
a)	Name	Elizabeth Carrington	
	Reason for the notification		
2	Reason for the notification	ition	
<b>2</b>	Reason for the notification/status	HR Director/PDMR	
a)	Position/status Initial notification /Amendment	HR Director/PDMR Initial Notification r, emission allowance n	narket participant, auction platform
a) b)	Position/status Initial notification /Amendment  Details of the issue	HR Director/PDMR Initial Notification r, emission allowance n	narket participant, auction platform
a) b)	Position/status Initial notification /Amendment  Details of the issue auctioneer or auction	HR Director/PDMR Initial Notification  r, emission allowance numeritor	
a) b) 3	Position/status  Initial notification /Amendment  Details of the issue auctioneer or auction  Name  Legal Entity Identifier  Details of the transact	HR Director/PDMR Initial Notification  r, emission allowance n monitor  AJ Bell plc 213800VNKA7DPWXWJJ36 tion(s): section to be repea	ited for (i) each type of instrument; (ii
a) b)  3 a) b)	Position/status  Initial notification /Amendment  Details of the issue auctioneer or auction  Name  Legal Entity Identifier  Details of the transact each type of transaction	HR Director/PDMR Initial Notification  r, emission allowance n monitor  AJ Bell plc 213800VNKA7DPWXWJJ36 tion(s): section to be repea	ited for (i) each type of instrument; (ii v) each place where transactions have
a) b) a) b) 4	Position/status  Initial notification /Amendment  Details of the issue auctioneer or auction  Name  Legal Entity Identifier  Details of the transact each type of transacti been conducted  Description of the financial instrument,	HR Director/PDMR Initial Notification  r, emission allowance nomitor  AJ Bell plc 213800VNKA7DPWXWJJ36 tion(s): section to be repeaton; (iii) each date; and (iversity for the section of	ited for (i) each type of instrument; (ii v) each place where transactions have

GBP

c) Currency

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

1 a) 2	Name	Scharging managerial respons	sibilities/person closely associated	
,		Billy Mackay		
2	Peason for the notifica		Billy Mackay	
	Reason for the notification			
a)	Position/status	Advised Managing Director/PDM	IR	
b)	Initial notification /Amendment	Initial Notification		
3	Details of the issue auctioneer or auction		et participant, auction platform,	
a)	Name	AJ Bell plc		
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36		
4	Details of the transacti each type of transacti been conducted	ion(s): section to be repeated for (i) each type of instrument; (ii) on; (iii) each date; and (iv) each place where transactions have		
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)	olume(s)	
		5.138899	29	
e)	Aggregated information			
	- Aggregated volume	N/A single transaction		
	- Price			
	- Aggregated total			
f)	Date of the transaction	11 September 2025		
g)	Place of the transaction	London Stock Exchange		

•	Details of the perso	n 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	
٥)	Nome	A I Dall pla

a)	name	АЈ вен ріс		
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36		
4	Details of the transact	ion(s): section to be repeated for (i) each type of instrument; (ii) on; (iii) each date; and (iv) each place where transactions have		
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 u	nder 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	11 September 2025	
g)	Place of the transaction	London Stock Exchange		
1	Details of the person d	lischarging manageria	al responsibilities/person closely associated	
a)	Name	Kina Sinclair	Kina Sinclair	
2	Reason for the notifica	ition		
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		ills of the transaction(s): section to be repeated for (i) each type of instrument; (ii) type of transaction; (iii) each date; and (iv) each place where transactions have a 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		
c)	Currency Price(s) and volume(s)	GBP Price(s)	Volume(s)	

5.138899

N/A single transaction

the London Stock Exchange

e) Aggregated information
- Aggregated volume

- Aggregated total

of

Date of the transaction 11 September 2025

- Price

g) Place

29

٥,	transaction		
1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Charles Musson	
2	Reason for the notification	tion	
a)	Position/status	D2C Managing Director/PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issue auctioneer or auction	r, emission allowance market participant, auction platform, monitor	
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
4	each type of transacti been conducted	ion(s): section to be repeated for (i) each type of instrument; (ii) on; (iii) each date; and (iv) each place where transactions have	
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	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	

213800VNKA7DPWXWJJ36

GB00BFZNLB60

the Purchase of shares under BAYE

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

Ordinary shares of £0.000125 each

b)

b)

Legal Entity Identifier

been conducted

Description of the

financial instrument, type of instrument

Identification code

of

Nature

transaction

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

1	Details of the person d	lischarging managerial resp	consibilities/person closely associated	
a)	Name	Nicholas Carrington		
2	Reason for the notification	for the notification		
a)	Position/status	PCA with Elizabeth Carringt	on, HR Director/PDMR	
b)	Initial notification /Amendment	Initial Notification	Initial Notification	
3	Details of the issue auctioneer or auction		narket participant, auction platform,	
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 £0.00012	25 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	N/A single transaction		
	- Price			
	- Aggregated total			
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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