

NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

This announcement is made in accordance with the UK Market Abuse Regulation (Regulation (EU) 596/2014, as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018).

| | | | |
|----------------------|--|--|-----------|
| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Mark FitzPatrick | |
| 2 | Reason for the notification | | |
| a) | Position/status | PDMR/Chief Executive Officer | |
| b) | Initial notification /Amendment | Initial notification | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | St. James's Place plc | |
| b) | LEI | 213800M993ICXOMBCP87 | |
| 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 | | |
| Transaction 1 | | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 15p each | |
| | Identification code | GB0007669376 | |
| b) | Nature of the transaction | Ordinary Shares acquired under a Dividend Reinvestment Plan in respect of the interim dividend paid on 19 September 2025 | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | £ 12.470515 | 3 |
| d) | Aggregated information: - Aggregated volume - Price | 3 £37.41 | |
| e) | Date of the transaction | 24/09/2025 | |
| f) | Place of the transaction | XLON | |

| | | | |
|----------------------|--|---|--|
| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Tom Beal | |
| 2 | Reason for the notification | | |
| a) | Position/status | PDMR/ Group Investment Director | |
| b) | Initial notification /Amendment | Initial notification | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | St. James's Place plc | |
| b) | LEI | 213800M993ICXOMBCP87 | |
| 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 | | |
| Transaction 1 | | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 15p each | |
| | Identification code | GB0007669376 | |
| b) | Nature of the transaction | Ordinary Shares acquired under a Dividend Reinvestment Plan | |

| | | | | |
|----|---|--|-----------|--|
| b) | Nature of the transaction | Ordinary Shares acquired under a Dividend Reinvestment Plan in respect of the interim dividend paid on 19 September 2025 | | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) | |
| | | £ 12.470515 | 2 | |
| d) | Aggregated information: - Aggregated volume - Price | 2 £24.94 | | |
| e) | Date of the transaction | 24/09/2025 | | |
| f) | Place of the transaction | XLON | | |

| | | | |
|---------------|---|--|-----------|
| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Paul Loftus | |
| 2 | Reason for the notification | | |
| a) | Position/status | PDMR/General Counsel | |
| b) | Initial notification /Amendment | Initial notification | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | St. James's Place plc | |
| b) | LEI | 213800M993ICXOMBCP87 | |
| 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 | | |
| Transaction 1 | | | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of 15p each GB0007669376 | |
| b) | Nature of the transaction | Ordinary Shares acquired under a Dividend Reinvestment Plan in respect of the interim dividend paid on 19 September 2025 | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | £ 12.470515 | 1 |
| d) | Aggregated information: - Aggregated volume - Price | 1 £12.47 | |
| e) | Date of the transaction | 24/09/2025 | |
| f) | Place of the transaction | XLON | |

For further information:
St. James's Place plc
Jonathan Dale, Company Secretary - 01285 717237

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