

29 September 2025

Saga plc (the Company) - Director/PDMR Shareholding

Pursuant to the notification obligations under Article 19 of the UK Market Abuse Regulation, the Company hereby notifies the following changes in the interests of directors and persons discharging managerial responsibility (PDMRs).

Following the purchase of ordinary shares, Sir Roger De Haan's total interest in the Company now represents 27.53% of the Company's issued share capital.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Sir Roger De Haan
2	Reason for the notification	
a)	Position/status	Director (Non-Executive Chairman)
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Saga plc
b)	LEI	2138004WWUJN94K2LH95
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 15 pence
		GB00BMX64W89
b)	Nature of the transaction	Purchase of ordinary shares
c)	Price(s) and volume(s)	Price(s)
		£2.74
d)	Aggregated information Aggregated volume Price	Volume(s)
		1,200,000
e)	Date of the transaction	26 September 2025
f)	Place of the transaction	London

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