

Provident Financial plc ("the Company")
Director/PDMR Transaction - Initial Notification

The Company announces that it has granted options over the Company's ordinary shares of 20 8/11p to Dave Watts as a person discharging managerial responsibility in the Company. The options were granted under the Vanquis Banking Group Savings Related Share Option Scheme 2022, on 9 October 2025 with a contract start date of 1 December 2025, with an exercise price of £0.94 per ordinary share. The options granted to Dave Watts will mature 3 years from the grant date.

Notification and public disclosure of transactions by persons discharging managerial responsibilities

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Dave Watts				
2	Reason for the notification					
a)	Position/status	Chief Financial Officer				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Vanquis Banking Group plc				
b)	LEI	213800U93SZC44VXN635				
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 20 8/11p GB00B1Z4ST84				
b)	Nature of the transaction	Options granted pursuant to the Vanquis Banking Group Savings Related Share Option Scheme 2022.				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£0.94</td> <td>19,414</td> </tr> </table>	Price(s)	Volume(s)	£0.94	19,414
Price(s)	Volume(s)					
£0.94	19,414					
d)	Aggregated information - Aggregated volume - Price	n/a				
e)	Date of the transaction	9 October 2025				
f)	Place of the transaction	Outside a trading venue				

Name of authorised official of issuer responsible for making notification:

Elizabeth McClure, Deputy Company Secretary

Date of Notification:

10 October 2025

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