

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Zoe Clements
2	Reason for the notification	
a)	Position/status	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	Senior plc
b)	LEI	5493002HQHWN5JQHKQ51
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 10 pence Shares GB0007958233
b)	Nature of the transaction	Share Purchase
c)	Price(s) and volume(s)	Purchase of 15,000 Ordinary 10 pence Shares in the Company at an average price of £1.9478 per Share. Following this transaction, Zoe Clements, non-executive Director, holds 15,000 Shares in the Company.
d)	Aggregated information - Aggregated volume - Price	See 4 c) above
e)	Date of the transaction	13 October 2025
f)	Place of the transaction	London Stock Exchange

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