

**AJ Bell plc**  
("AJ Bell" or the "Company")  
**Director/PDMR Transactions - Initial Notification**

The Company announces that on 14 October 2025 Pete Birch, the Chief Financial Officer and a person discharging managerial responsibility (**PDMR**) in the Company:

- (i) acquired 38,133 ordinary shares of £0.000125 each in the Company (**Ordinary Shares**) after exercising nominal cost options under the Company's Executive Incentive Plan (**EIP**); and then sold 17,924 of those Ordinary Shares at a price of £5.422082 pence per Ordinary Share in order to pay associated income tax and national insurance contribution liabilities.
- (ii) sold 20,000 Ordinary Shares at a price of £5.4375 pence per Ordinary Share.

Following the above transaction, the number of Ordinary Shares in which Pete Birch has an interest is 14,856 Ordinary Shares, which represents 0.004% of the issued share capital.

This announcement, including the notification below, is made in accordance with the requirements of the UK Market Abuse Regulation.

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

<b>1 Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Pete Birch
<b>2 Reason for the notification</b>		
a)	Position/status	Chief Financial Officer /PDMR
b)	Initial notification /Amendment	Initial Notification
<b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	AJ Bell plc
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36
<b>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</b>		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.000125 each GB00BFZNLB60
b)	Nature of the transaction	Exercise of FY24 ASA options under EIP
c)	Currency	GBP
d)	Price(s) and volume(s)	Price(s) Volume(s) £0.000125 38,133
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction
f)	Date of the transaction	14 October 2025
g)	Place of the transaction	Outside a trading venue

<b>1 Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Peter Birch
<b>2 Reason for the notification</b>		
a)	Position/status	Chief Financial Officer /PDMR
b)	Initial notification /Amendment	Initial Notification

<b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	AJ Bell plc
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36
<b>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</b>		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.000125 each GB00BFZNLB60
b)	Nature of the transaction	Sale of Ordinary Shares
c)	Currency	GBP
d)	Price(s) and volume(s)	Price(s)
		(i) £5.422082
		17,924
e)	Aggregated information - Aggregated volume - Price - Aggregated total	(ii) £5.4375
		20,000
		37,924
f)	Date of the transaction	14 October 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: 17 October 2025

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