

**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**

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Pete Birch	
2	Reason for the notification		
a)	Position/status	Chief Financial Officer /PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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 £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	

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

3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
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 £0.000125 each  GB00BFZNLB60	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		(i) £5.422082	17,924
		(ii) £5.4375	20,000
e)	Aggregated information		
	- Aggregated volume	37,924	
	- Price	5.43	
	- Aggregated total	205,935.40	
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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