

**Phoenix Group Holdings plc (the "Company")**

31 October 2025

**NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES ("PDMRS") AND PERSONS CLOSLEY ASSOCIATED WITH THEM**

This announcement is made in accordance with the UK Markets Abuse Regulation (Regulation (EU) 596/2014, as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018).

**1. Notification of monthly investment in the Phoenix Group Holdings plc Share Incentive Plan ("SIP")**

Computershare Trustees Limited (the "Trustees") of the Phoenix Group Holdings plc SIP, notified the Company on 31 October 2025 that it purchased ordinary shares of 10 pence each at a price of 683.699 pence per share on 30 October 2025 as part of the Dividend Reinvestment Plan ("DRIP") for the Company's SIP.

<b>1</b>	<b>Reason for the notification</b>	
a)	Initial notification /Amendment	Initial Notification
<b>2</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Phoenix Group Holdings plc
b)	LEI	2138001P49OLAEU33T68
<b>3</b>	<b>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	Phoenix Group Holdings plc Ordinary Shares of 10 pence
	Identification code	GB00BGXQNP29
b)	Nature of the transaction	Acquisition of Dividend Shares under the Group's Share Incentive Plan
c)	Date of the transaction	30 October 2025
d)	Place of the transaction	London Stock Exchange (XLON)

The following table details the number of Dividend Shares awarded to the Company's Persons Discharging Managerial Responsibilities ('PDMRs').

<b>Name</b>	<b>Position</b>	<b>Dividend Shares awarded</b>
Andrew Briggs	Group Chief Executive Officer	109
Arlene Cairns	Life CFO & Group Performance Director	45
Michael Eakins	Group Chief Investment Officer	100
Thomas Ground	CEO - Retirement Solutions	87
Claire Hawkins	Director of Corporate Affairs & Brand	87
Nicolaos Nicandrou	Group Chief Financial Officer	9
Jacqueline Noakes	Chief Operating Officer	35
Sara Thompson	Chief People Officer	87
Colin Williams	CEO - Pensions and Savings	46
Quentin Zentner	Group General Counsel	104

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rs@seg.com](mailto:rs@seg.com) or visit [www.rs.com](http://www.rs.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHEFLFXEBLBFBV