

Brooks Macdonald Group plc
(the "Company" and together with its subsidiaries "Brooks Macdonald" or the "Group")

Director/PDMR Shareholding

Notification and public disclosure of transactions by persons discharging managerial responsibilities ("PDMR") in accordance with the UK Market Abuse Regulations.

On 4 November 2025, the Company granted pursuant to the 2018 Brooks Macdonald Long Term Incentive Plan (the "Plan") nil price options (the "Executive LTIP Awards") over the ordinary shares of 1 pence each in the Company (the "Shares") to the following PDMRs:

PDMR	Number of Shares Over Which Awards are Granted
Andrea Montague	54,696
Katherine Jones	44,589
Robin Eggar	8,514

The Plan has been established to retain and incentivise the Executives in order to deliver our ambitious growth aims and to closely align the interests of executives with those of shareholders.

Vesting of Awards

The Executive LTIP Awards will only vest and become exercisable to the extent that targets are achieved over the three-year performance period. The LTIP metrics will be based 90% on financial metrics and 10% on non-financial metrics. The financial metrics are 45% relative Total Shareholder Return v FTSE Small cap index (excluding Investment Trusts) and 45% on absolute Total Shareholder Return with a compound growth hurdle. The non-financial metrics will be based on a broad assessment of metrics and indicators pertaining to customer outcomes, people and culture, and progress on the "Reignite" strategy. Further details will be published in the next full year Report and Accounts.

To the extent that the necessary performance conditions are achieved, the Executive LTIP Awards will vest and become exercisable on 30 September 2028, following the announcement of the Group's results for the year ended 30 June 2028.

Holding period

Following vesting, the Executive LTIP Awards shall be subject to a compulsory, holding period until 4 November 2030, providing for a combined overall vesting and holding period of five years.

As at today's date, these Awards together represent 0.679% of the total voting rights of the Company.

ANNEX

The notification below, made in accordance with the UK Market Abuse Regulation, provides further details:

1. Details of the person discharging managerial responsibilities / person closely associated		
(a) Name	Andrea Montague	
2. Reason for the notification		
(a) Position/status	Chief Executive Officer	
(b) Initial notification /Amendment	Initial notification	
3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
(a) Name	Brooks Macdonald Group plc	
(b) LEI	213800WRDF8LB8MIE37	
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	Ordinary shares of 1 pence each	

	Identification code	ISIN GB00B067N833
(b)	Nature of the transaction	Grant of nil price options over ordinary shares of 1 pence each in the Company
(c)	Price(s) and volume(s)	Volume granted: 54,696 Exercise Price(s): Nil
(d)	Aggregated information	Aggregated volume: n/a Aggregated price: n/a
	Date of the transaction	4 November 2025
	Place of the transaction	Outside of a trading venue

1.	Details of the person discharging managerial responsibilities / person closely associated	
(a)	Name	Katherine Jones
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	Brooks Macdonald Group plc
(b)	LEI	213800WRDF8LB8MIEX37
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 1 pence each ISIN GB00B067N833
(b)	Nature of the transaction	Grant of nil price options over ordinary shares of 1 pence each in the Company
(c)	Price(s) and volume(s)	Volume granted: 44,589 Exercise Price(s): Nil
(d)	Aggregated information	Aggregated volume: n/a Aggregated price: n/a
	Date of the transaction	4 November 2025
	Place of the transaction	Outside of a trading venue

1.	Details of the person discharging managerial responsibilities / person closely associated	
(a)	Name	Robin Eggar
2. Reason for the notification		
(a)	Position/status	Chief Commercial Officer
(b)	Initial notification /Amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
(a)	Name	Brooks Macdonald Group plc
(b)	LEI	213800WRDF8LB8MIEX37
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 1 pence each ISIN GB00B067N833
(b)	Nature of the transaction	Grant of nil price options over ordinary shares of 1 pence each in the Company
(c)	Price(s) and volume(s)	Volume granted: 8,514 Exercise Price(s): Nil
(d)	Aggregated information	Aggregated volume: n/a

		Aggregated price: n/a
	Date of the transaction	4 November 2025
	Place of the transaction	Outside of a trading venue

Enquiries:

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