

07 November 2025

Personal Group Holdings Plc
("the Company" or "the Group")

Director/PDMR Dealings

The Company has been informed that the following person discharging managerial responsibilities (PDMRs) has, on 4 November 2025, purchased shares in the Company via a DRIP as follows:

| <i>PDMR</i> | <i>Position</i> | <i>Price paid per share</i> | <i>Shares purchased</i> | <i>Total number of ordinary shares held following transaction</i> | <i>% of Company's issued share capital</i> |
|--------------------|------------------------|-----------------------------|-------------------------|---|--|
| Maria Darby-Walker | Non-Executive Director | 331.04p | 188 | 7,985 | 0.026 |

Further detail is provided below in accordance with Article 19.3 of the EU Market Abuse Regulation.

| | | | | | | |
|--------------------|--|--|----------|-----------|--------------------|-----|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
| a) | Name | Maria Darby-Walker | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Non-Executive Director | | | | |
| b) | Initial notification /Amendment | Initial | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Personal Group Holdings Plc | | | | |
| b) | LEI | 213800TN8BH2YYWAH345 | | | | |
| 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 5p each ISIN: GB0002760279 | | | | |
| b) | Nature of the transaction | DRIP Purchase of shares | | | | |
| c) | Price(s) and volume(s) | <table border="1"><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£3.33104 per share</td><td>188</td></tr></table> | Price(s) | Volume(s) | £3.33104 per share | 188 |
| Price(s) | Volume(s) | | | | | |
| £3.33104 per share | 188 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | - 188 - £622.36 | | | | |
| e) | Date of the transaction | 04 November 2025 | | | | |
| f) | Place of the transaction | London Stock Exchange | | | | |

- ENDS -

For more information please contact:

Personal Group Holdings Plc

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Via Alma

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Notes to Editors

Personal Group Holdings Plc (AIM: PGH) is a workforce benefits and health insurance provider. Its vision is to be the champion of affordable and accessible insurance and benefits, keeping businesses and their employees happy, healthy and protected. The Group is proud to support the health and wellbeing of c. 1.25 million UK employees.

The Group's insurance provides employees with access to affordable, individual policies for [hospital](#), [recovery](#), and [death benefit](#) plans. The Group's award-winning benefits platform, Hapi, brings together extensive employee benefits, discounts and rewards, in one responsive platform. As well as being sold direct to employers, the Hapi platform supports Sage's Employee Benefits offerings for SMEs.

This comprehensive range of offerings, powerful platform and unique sales model of face-to-face, one-to-one engagement with employees, provides Personal Group with a strong market position from which to grow.

Headquartered in Milton Keynes, the Group has built an extensive blue-chip customer list over its 40-year history, including Airtanker, B & Q, Barchester Healthcare, British Transport Police, British Airways, Merseyrail, Office of National Statistics, Randstad, Royal Mail Group, The Royal Mint, Stagecoach Group plc, and The University of York.

For further information on the Group please see www.personalgroup.com

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