

DIRECTOR/PDMR SHAREHOLDING

3 December 2025

The Sage Group plc. ("**Sage**")

Notification of Transactions by Persons Discharging Managerial Responsibilities ("PDMRs") and Persons Closely Associated with them("PCAs")

This notification relates to transactions notified in accordance with Article 19 of the UK Market Abuse Regulation.

On 2 December 2025, the PDMRs noted below, who are members of the Executive Leadership Team of Sage, and a PCA were granted conditional share awards over ordinary shares of 14⁴/₇₇ pence each in Sage ("**Shares**") under each of:

- The Sage Group plc Long-Term Incentive Plan ("**LTIP**"); and/or
- The Sage 2016 Deferred Share Bonus Plan ("**DSBP**").

Awards under the LTIP may be granted as a performance share award ("**PSA**"), or restricted share award ("**RSA**") (together with the DSBP, the "**Awards**").

No price is payable by the PDMRs or PCA on either the grant or vesting of the Awards.

The Awards will vest on the dates set out in the table below, subject to continued employment, and/or performance conditions (as applicable). The Awards are subject to malus (withholding) and clawback (recovery).

PDMR/ PCA	Awards	Number of Shares subject to Awards	Vest Date	Total number of Shares subject to Awards granted to PDMR
Steve Hare	DSBP	12,299	2.12.2028	408,481
	PSA	396,182	2.12.2028	
Jonathan Howell	DSBP	8,274	2.12.2028	8,274
Amy Lawson	PSA	40,037	2.12.2028	100,092
	RSA	40,037	Award vests annually in equal tranches over four years, so the award will be fully vested on 2.12.2029	
	RSA	20,018	Award vests annually in equal tranches over four years, so the award will be fully vested on 2.12.2029	
Amanda Cusdin	PSA	46,554	2.12.2028	93,108
	RSA	46,554	Award vests annually in equal tranches over four years, so the award will be fully vested on 2.12.2029	
Vicki Bradin	PSA	46,554	2.12.2028	93,108
	RSA	46,554	Award vests annually in equal tranches over four years, so the award will be fully vested on 2.12.2029	
	PSA	55,865	2.12.2028	
			Award vests annually in equal tranches over four	

Derk Bleeker	RSA	55,865	equal tranches over four years, so the award will be fully vested on 2.12.2029	139,662
	RSA	27,932	Award vests annually in equal tranches over four years, so the award will be fully vested on 2.12.2029	
Aaron Harris	PSA	49,264	2.12.2028	98,528
	RSA	49,264	Award vests annually in equal tranches over four years, so the award will be fully vested on 2.12.2029	
Walid Abu-Hadba	PSA	68,783	2.12.2028	137,566
	RSA	68,783	Award vests annually in equal tranches over four years, so the award will be fully vested on 2.12.2029	
Amy Cosgrove*	RSA	20,268	Award vests annually in equal tranches over four years, so the award will be fully vested on 2.12.2029	20,268

* Amy Cosgrove is a PCA to Aaron Harris, Chief Technology Officer.

1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	Steve Hare		
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	The Sage Group plc.		
b)	LEI	2138005RN5XYLTF8G138		
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 ISIN: GB00B8C3BL03		
b)	Nature of the transaction	Grant of share awards under The Sage 2016 Deferred Share Bonus Plan and The Sage Group plc Long-Term Incentive Plan		
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume</td> </tr> </table>	Price	Volume
Price	Volume			

		Nil	408,481
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction	
e)	Date of the transaction	2 December 2025	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Jonathan Howell					
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	The Sage Group plc.					
b)	LEI	2138005RN5XYLTF8G138					
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 ISIN: GB00B8C3BL03					
b)	Nature of the transaction	Grant of a share award under The Sage 2016 Deferred Share Bonus Plan					
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume</td> </tr> <tr> <td>Nil</td> <td>8,274</td> </tr> </table>		Price	Volume	Nil	8,274
Price	Volume						
Nil	8,274						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	2 December 2025					
f)	Place of the transaction	Outside a trading venue					

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Amy Lawson

2	Reason for the notification					
a)	Position/status	Chief Brand and Corporate Affairs Officer				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	The Sage Group plc.				
b)	LEI	2138005RN5XYLTF8G138				
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 ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Grant of share awards under The Sage Group plc Long-Term Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume</td> </tr> <tr> <td>Nil</td> <td>100,092</td> </tr> </table>	Price	Volume	Nil	100,092
Price	Volume					
Nil	100,092					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	2 December 2025				
f)	Place of the transaction	Outside a trading venue				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Amanda Cusdin
2	Reason for the notification	
a)	Position/status	Chief People Officer
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	The Sage Group plc.
b)	LEI	2138005RN5XYLTF8G138
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 ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Grant of share awards under The Sage Group plc Long-Term Incentive Plan				
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>93,108</td></tr></table>	Price	Volume	Nil	93,108
Price	Volume					
Nil	93,108					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	2 December 2025				
f)	Place of the transaction	Outside a trading venue				

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Vicki Bradin				
2	Reason for the notification					
a)	Position/status	General Counsel and Company Secretary				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	The Sage Group plc.				
b)	LEI	2138005RN5XYLTF8G138				
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 ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Grant of share awards under The Sage Group plc Long-Term Incentive Plan				
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>93,108</td></tr></table>	Price	Volume	Nil	93,108
Price	Volume					
Nil	93,108					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				

e)	Date of the transaction	2 December 2025
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Derk Bleeker				
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	The Sage Group plc.				
b)	LEI	2138005RN5XYLTF8G138				
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 ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Grant of share awards under The Sage Group plc Long-Term Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th><th>Volume</th></tr> </thead> <tbody> <tr> <td>Nil</td><td>139,662</td></tr> </tbody> </table>	Price	Volume	Nil	139,662
Price	Volume					
Nil	139,662					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	2 December 2025				
f)	Place of the transaction	Outside a trading venue				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Aaron Harris
2	Reason for the notification	
a)	Position/status	Chief Technology Officer
b)	Initial notification /Amendment	Initial notification

3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	The Sage Group plc.				
b)	LEI	2138005RN5XYLTF8G138				
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 ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Grant of share awards under The Sage Group plc Long-Term Incentive Plan				
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>98,528</td></tr></table>	Price	Volume	Nil	98,528
Price	Volume					
Nil	98,528					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	2 December 2025				
f)	Place of the transaction	Outside a trading venue				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Walid Abu-Hadba
2	Reason for the notification	
a)	Position/status	Chief Product Officer
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	The Sage Group plc.
b)	LEI	2138005RN5XYLTF8G138
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

	Identification code	ISIN: GB00B8C3BL03					
b)	Nature of the transaction	Grant of share awards under The Sage Group plc Long-Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>137,566</td></tr></table>		Price	Volume	Nil	137,566
Price	Volume						
Nil	137,566						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	2 December 2025					
f)	Place of the transaction	Outside a trading venue					

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Amy Cosgrove					
2	Reason for the notification						
a)	Position/status	PCA to Aaron Harris, Chief Technology Officer					
b)	Initial notification /Amendment	Initial notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	The Sage Group plc.					
b)	LEI	2138005RN5XYLTF8G138					
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 ISIN: GB00B8C3BL03					
b)	Nature of the transaction	Grant of share awards under The Sage Group plc Long-Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>20,268</td></tr></table>		Price	Volume	Nil	20,268
Price	Volume						
Nil	20,268						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					

e)	Date of the transaction	2 December 2025
f)	Place of the transaction	Outside a trading venue

Name of contact:	Mohor Roy
Telephone number of contact:	+ 44(0) 203 810 7200

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