

**AJ Bell plc**

**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	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	Purchase of ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.9012	4,000
d)	Aggregated information  - Aggregated volume  - Aggregated Price	N/A single transaction	
e)	Date of the transaction	4 December 2025	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Mohamed Tagari
2	Reason for the notification	
a)	Position/status	Chief Technology and Customer Services Officer/PDMR
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform	

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	Purchase of ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.9176	10,167
d)	Aggregated information  - Aggregated volume  - Aggregated Price	N/A single transaction	
e)	Date of the transaction	4 December 2025	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Karen Goodman	
2	Reason for the notification		
a)	Position/status	Chief Risk 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	Purchase of ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.885	4,000

d)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction
e)	Date of the transaction	4 December 2025
f)	Place of the transaction	London Stock Exchange

Name of officer of issuer responsible for making notification: Kina Sinclair (**Group Legal Director & Company Secretary**)

Date of notification: 4 December 2025

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