

# DIRECTOR/PDMR SHAREHOLDING

4 December 2025

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

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

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

Upon the vesting and release of share awards granted under The Sage 2016 Deferred Share Bonus Plan ("**DSBP**"), The Sage Group plc 2019 Restricted Share Plan ("**RSP**") and The Sage Group plc 2015 Performance Share Plan ("**PSP**") (the "**Awards**") on 2 December 2025, the undernoted PDMRs and PCA became beneficially entitled to the number of ordinary shares of 1<sup>4/77</sup> pence each in Sage ("**Shares**") noted below.

On 4 December 2025, Sage was notified that each PDMR and the PCA sold a number of the Shares in respect of which they had become beneficially entitled at the price noted below, to cover tax liabilities arising from the vesting. The resultant total shareholding of the PDMRs and the PCA are also included.

In accordance with the terms and performance conditions of the Awards granted to the Executive Directors on 2 December 2020 under the PSP, the undemoted Awards vested on 2 December 2023. These Share Awards were subject to a two-year holding period from vesting until 2 December 2025, when they became eligible for release. On 2 December 2025, the Share Awards were released and the relevant PDMRs became entitled to the Shares.

Sage was notified on 4 December 2025 that the Executive Directors sold a number of Shares in respect of which they had become entitled, to cover the tax liabilities arising on the release of the Shares.

PDMR/ PCA	Award	Number of ordinary shares acquired	Number of ordinary shares sold to cover tax liabilities	Sale price per share	Resultant total shareholding
Steve Hare	DSBP	53,783	25,305	£10.6452	654,749
	PSP	217,907	102,523	£10.6452	
Jonathan Howell	DSBP	37,299	17,549	£10.6452	292,801
	PSP	151,283	71,178	£10.6452	
Derk Bleeker	PSP	72,636	35,993	£10.6452	252,127
Vicki Bradin	PSP	53,545	25,193	£10.6452	134,535
Amanda Cusdin	PSP	55,717	26,215	£10.6452	184,383
Aaron Harris	PSP	39,073	17,500	£10.6452	267,067
	RSP	49,277	22,050	£10.6452	
Amy Lawson	DSBP	6,137	2,888	£10.6452	103,028
	PSP	44,387	20,884	£10.6452	
Walid Abu-Hadba	PSP	52,663	21,051	£10.6452	405,219
	RSP	66,414	26,547	£10.6452	
Amy Cosgrove*	RSP	4,930	2,073	£10.6452	12,606
	RSP	4,728	1,988	£10.6452	
	RSP	2,776	1,168	£10.6452	

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

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Steve Hare				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Chief Executive Officer				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	The Sage Group plc.				
b)	LEI	2138005RN5XYLTF8G138				
<b>4</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  Identification code	Ordinary Shares  ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Delivery of ordinary shares by PDMR following the vesting of an award under The Sage 2016 Deferred Share Bonus Plan, granted on 2 December 2022				
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>53,783</td></tr> </tbody> </table>	Price	Volume	Nil	53,783
Price	Volume					
Nil	53,783					
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				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Steve Hare
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	The Sage Group plc.
b)	LEI	2138005RN5XYLTF8G138
<b>4</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  Identification code	Ordinary Shares  ISIN: GB00B8C3BL03

b)	Nature of the transaction	Acquisition of ordinary shares by PDMR following release and settlement of Shares granted subject to an award under The Sage Group plc 2015 Performance Share Plan on 2 December 2020				
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>217,907</td></tr></table>	Price	Volume	Nil	217,907
Price	Volume					
Nil	217,907					
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	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	Sale of ordinary shares by PDMR to cover tax liabilities arising from the vesting of ordinary shares under The Sage 2016 Deferred Share Bonus Plan, granted on 2 December 2022, and the release and settlement of ordinary shares granted subject to an award under The Sage Group plc 2015 Performance Share Plan on 2 December 2020					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>£10.6452</td><td>127,828</td></tr></table>		Price	Volume	£10.6452	127,828
Price	Volume						
£10.6452	127,828						
d)	Aggregated information  - Aggregated volume  - Price	N/A - single transaction					
e)	Date of the transaction	3 December 2025					
f)	Place of the transaction	London Stock Exchange					

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Jonathan Howell
<b>2</b>	<b>Reason for the notification</b>	
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	Delivery of ordinary shares by PDMR following the vesting of an award under The Sage 2016 Deferred Share Bonus Plan, granted on 2 December 2022					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>37,299</td></tr></table>		Price	Volume	Nil	37,299
Price	Volume						
Nil	37,299						
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					
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a)	Description of the financial instrument, type of instrument	Ordinary Shares					
	Identification code	ISIN: GB00B8C3BL03					
b)	Nature of the transaction	Acquisition of ordinary shares by PDMR following release and settlement of Shares granted subject to an award under The Sage Group plc 2015 Performance Share Plan on 2 December 2020					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>151,283</td></tr></table>		Price	Volume	Nil	151,283
Price	Volume						
Nil	151,283						
d)	Aggregated information	N/A - single transaction					
	- Aggregated volume						
	- Price						

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

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Jonathan Howell				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Chief Financial Officer				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	The Sage Group plc.				
b)	LEI	2138005RN5XYLTF8G138				
<b>4</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  Identification code	Ordinary Shares  ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Sale of ordinary shares by PDMR to cover tax liabilities arising from the vesting of ordinary shares under The Sage 2016 Deferred Share Bonus Plan, granted on 2 December 2022, and the release and settlement of ordinary shares granted subject to an award under The Sage Group plc 2015 Performance Share Plan on 2 December 2020				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th><th>Volume</th></tr> </thead> <tbody> <tr> <td>£10.6452</td><td>88,727</td></tr> </tbody> </table>	Price	Volume	£10.6452	88,727
Price	Volume					
£10.6452	88,727					
d)	Aggregated information  - Aggregated volume  - Price	N/A - single transaction				
e)	Date of the transaction	3 December 2025				
f)	Place of the transaction	London Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Derk Bleeker
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Commercial Officer
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	The Sage Group plc.
b)	LEI	2138005RN5XYLTF8G138
<b>4</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	Ordinary shares

	Identification code	ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Delivery of ordinary shares by PDMR following the vesting of an award under The Sage Group plc 2015 Performance Share Plan, granted on 2 December 2022				
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>72,636</td></tr></table>	Price	Volume	Nil	72,636
Price	Volume					
Nil	72,636					
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	Sale of ordinary shares by PDMR to cover tax liabilities arising from the vesting of ordinary shares under The Sage Group plc 2015 Performance Share Plan, granted on 2 December 2022					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>£10.6452</td><td>35,993</td></tr></table>		Price	Volume	£10.6452	35,993
Price	Volume						
£10.6452	35,993						
d)	Aggregated information  - Aggregated volume  - Price	N/A - single transaction					
e)	Date of the transaction	3 December 2025					
f)	Place of the transaction	London Stock Exchange					

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Vicki Bradin
<b>2</b>	<b>Reason for the notification</b>	
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	Delivery of ordinary shares by PDMR following a vesting of an award under The Sage Group plc 2015 Performance Share Plan, granted on 2 December 2022				
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>53,545</td></tr></table>	Price	Volume	Nil	53,545
Price	Volume					
Nil	53,545					
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	Sale of ordinary shares by PDMR to cover tax liabilities arising from the vesting of ordinary shares under The Sage Group plc 2015 Performance Share Plan, granted on 2 December 2022				
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>£10.6452</td><td>25,193</td></tr></table>	Price	Volume	£10.6452	25,193
Price	Volume					
£10.6452	25,193					
d)	Aggregated information  - Aggregated volume	N/A - single transaction				

	- Price	
e)	Date of the transaction	3 December 2025
f)	Place of the transaction	London Stock Exchange

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Amanda Cusdin				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Chief People Officer				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	The Sage Group plc.				
b)	LEI	2138005RN5XYLTF8G138				
<b>4</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  Identification code	Ordinary shares  ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Delivery of ordinary shares by PDMR following a vesting of an award under The Sage Group plc 2015 Performance Share Plan, granted on 2 December 2022				
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>55,717</td> </tr> </tbody> </table>	Price	Volume	Nil	55,717
Price	Volume					
Nil	55,717					
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				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Amanda Cusdin
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief People Officer
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	The Sage Group plc.
b)	LEI	2138005RN5XYLTF8G138
<b>4</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	Ordinary shares



	Identification code	ISIN: GB00B8C3BL03					
b)	Nature of the transaction	Sale of ordinary shares by PDMR to cover tax liabilities arising from the vesting of ordinary shares under The Sage Group plc 2015 Performance Share Plan, granted on 2 December 2022					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>£10.6452</td><td>26,215</td></tr></table>		Price	Volume	£10.6452	26,215
Price	Volume						
£10.6452	26,215						
d)	Aggregated information  - Aggregated volume  - Price	N/A - single transaction					
e)	Date of the transaction	3 December 2025					
f)	Place of the transaction	London Stock Exchange					

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	Delivery of ordinary shares by PDMR following a vesting of an award under The Sage Group plc 2015 Performance Share Plan, granted on 2 December 2022					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>39,073</td></tr></table>		Price	Volume	Nil	39,073
Price	Volume						
Nil	39,073						
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					

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Aaron Harris
<b>2</b>	<b>Reason for the notification</b>	
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	Delivery of ordinary shares by PDMR following the vesting of an award under The Sage Group plc 2019 Restricted Share Plan, granted on 2 December 2022				
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>49,277</td></tr></table>	Price	Volume	Nil	49,277
Price	Volume					
Nil	49,277					
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				
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a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares  ISIN: GB00B8C3BL03				
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c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>£10.6452</td><td>39,550</td></tr></table>	Price	Volume	£10.6452	39,550
Price	Volume					
£10.6452	39,550					
d)	Aggregated information  - Aggregated volume	N/A - single transaction				

	- Price	
e)	Date of the transaction	3 December 2025
f)	Place of the transaction	London Stock Exchange

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Amy Lawson				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Chief Brand and Corporate Affairs Officer				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	The Sage Group plc.				
b)	LEI	2138005RN5XYLTF8G138				
<b>4</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  Identification code	Ordinary shares  ISIN: GB00B8C3BL03				
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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>6,137</td> </tr> </tbody> </table>	Price	Volume	Nil	6,137
Price	Volume					
Nil	6,137					
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				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Amy Lawson
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Brand and Corporate Affairs Officer
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	The Sage Group plc.
b)	LEI	2138005RN5XYLTF8G138
<b>4</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	Ordinary shares

	Identification code	ISIN: GB00B8C3BL03					
b)	Nature of the transaction	Delivery of ordinary shares by PDMR following the vesting of an award under The Sage Group plc 2015 Performance Share Plan, granted on 2 December 2022					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>44,387</td></tr></table>		Price	Volume	Nil	44,387
Price	Volume						
Nil	44,387						
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	Sale of ordinary shares by PDMR to cover tax liabilities arising from the vesting of ordinary shares under The Sage 2016 Deferred Share Bonus Plan, granted on 2 December 2022, and from the vesting of ordinary shares under The Sage Group plc 2015 Performance Share Plan, granted on 2 December 2022					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>£10.6452</td><td>23,772</td></tr></table>		Price	Volume	£10.6452	23,772
Price	Volume						
£10.6452	23,772						
d)	Aggregated information  - Aggregated volume  - Price	N/A - single transaction					
e)	Date of the transaction	3 December 2025					
f)	Place of the transaction	London Stock Exchange					

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Walid Abu-Hadba
<b>2</b>	<b>Reason for the notification</b>	

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  Identification code	Ordinary shares  ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Delivery of ordinary shares by PDMR following the vesting of an award under The Sage Group plc 2015 Performance Share Plan, granted on 2 December 2022				
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>52,663</td></tr></table>	Price	Volume	Nil	52,663
Price	Volume					
Nil	52,663					
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  Identification code	Ordinary shares  ISIN: GB00B8C3BL03					
b)	Nature of the transaction	Delivery of ordinary shares by PDMR following a vesting of an award under The Sage Group plc 2019 Restricted Share Plan, granted on 2 December 2022					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>66,414</td></tr></table>		Price	Volume	Nil	66,414
Price	Volume						
Nil	66,414						
d)	Aggregated information	N/A - single transaction					

	- Aggregated volume	
	- Price	
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	Sale of ordinary shares by PDMR to cover tax liabilities arising from the vesting of ordinary shares under The Sage Group plc 2015 Performance Share Plan, granted on 2 December 2022, and the vesting of ordinary shares under The Sage Group plc 2019 Restricted Share Plan, granted on 2 December 2022					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>£10.6452</td><td>47,598</td></tr></table>		Price	Volume	£10.6452	47,598
Price	Volume						
£10.6452	47,598						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	3 December 2025					
f)	Place of the transaction	London Stock Exchange					

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Amy Cosgrove
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	PCA to Aaron Harris, Chief Technology Officer
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	The Sage Group plc.
b)	LEI	2138005RN5XYLTF8G138
<b>4</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  Identification code	Ordinary shares  ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Delivery of ordinary shares by PCA following a vesting of an award under The Sage Group plc 2019 Restricted Share Plan, granted on 2 December 2021				
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>4,930</td></tr></table>	Price	Volume	Nil	4,930
Price	Volume					
Nil	4,930					
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	Delivery of ordinary shares by PCA following a vesting of an award under The Sage Group plc 2019 Restricted Share Plan, granted on 2 December 2022					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>4,728</td></tr></table>		Price	Volume	Nil	4,728
Price	Volume						
Nil	4,728						
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					

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Amy Cosgrove
<b>2</b>	<b>Reason for the notification</b>	

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	Delivery of ordinary shares by PCA following a vesting of an award under The Sage Group plc 2019 Restricted Share Plan, granted on 2 December 2024					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>2,776</td></tr></table>		Price	Volume	Nil	2,776
Price	Volume						
Nil	2,776						
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	Ordinary shares					
	Identification code	ISIN: GB00B8C3BL03					
b)	Nature of the transaction	Sale of ordinary shares by PCA to cover tax liabilities arising from the vesting of ordinary shares under The Sage Group plc 2019 Restricted Share Plan, granted on 2 December 2021, 2 December 2022 and 2 December 2024					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>£10.6452</td><td>5,229</td></tr></table>		Price	Volume	£10.6452	5,229
Price	Volume						
£10.6452	5,229						
d)	Aggregated information	N/A - single transaction					
	- Aggregated volume						



	- Price	
e)	Date of the transaction	3 December 2025
f)	Place of the transaction	London Stock Exchange

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