

DIRECTOR/PDMR SHAREHOLDING

5 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 Group plc 2019 Restricted Share Plan ("RSP") on 4 December 2025, Amy Cosgrove, a PCA to Aaron Harris, Chief Technology Officer and a member of the Executive Leadership Team of Sage and PDMR, became beneficially entitled to the number of ordinary shares of 14,777 pence each in Sage ("Shares") noted below.

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

PCA	Award	Number of ordinary shares acquired	Number of ordinary shares sold to cover tax liabilities	Sale price per share	Resultant total shareholding
Amy Cosgrove	RSP	3,419	1,439	10.6640	14,586

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	Vesting of ordinary shares under The Sage Group plc 2019 Restricted Share Plan, granted on 4 December 2023					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>Nil</td><td>3,419</td></tr></table>		Price	Volume	Nil	3,419
Price	Volume						
Nil	3,419						
d)	Aggregated information	N/A - single transaction					
	- Aggregated volume						
	- Price						
e)	Date of the transaction	4 December 2025					

f)	Place of the transaction	Outside a trading venue
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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 to cover tax liabilities arising from the vesting of ordinary shares under The Sage Group plc 2019 Restricted Share Plan, granted on 4 December 2023				
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>10.6640</td><td>1,439</td></tr></table>	Price	Volume	10.6640	1,439
Price	Volume					
10.6640	1,439					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	4 December 2025				
f)	Place of the transaction	London Stock Exchange				

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