

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	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, 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	Ordinary shares of £0.000125 each	
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Acquisition of ordinary shares pursuant to the vesting of a deferred award granted on 9 December 2022 under the AJ Bell Executive Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.000125	12,586
d)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction	
e)	Date of the transaction	9 December 2025	
f)	Place of the transaction	Outside a trading venue	
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.000125 each	
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Sale of ordinary shares to cover tax and national insurance obligations	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.898	5,917
d)	Aggregated information		

	- Aggregated volume - Aggregated Price	N/A single transaction
e)	Date of the transaction	9 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	Acquisition of ordinary shares pursuant to the vesting of a deferred award granted on 9 December 2022 under the AJ Bell Executive Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.000125	5,244
d)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction	
e)	Date of the transaction	9 December 2025	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Elizabeth Carrington
2	Reason for the notification	
a)	Position/status	HR Director/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	Acquisition of ordinary shares pursuant to the vesting of a deferred award granted on 9 December 2022 under the AJ Bell Executive Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.000125	4,468
d)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction	
e)	Date of the transaction	9 December 2025	
f)	Place of the transaction	Outside a trading venue	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.000125 each GB00BFZNLB60	
b)	Nature of the transaction	Sale of ordinary shares to cover tax and national insurance obligations	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.898	2,101
d)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction	
e)	Date of the transaction	9 December 2025	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	William Mackay
2	Reason for the notification	
a)	Position/status	Advised Managing Director/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	Acquisition of ordinary shares pursuant to the vesting of a deferred award granted on 9 December 2022 under the AJ Bell Executive Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.000125	9,131
d)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction	
e)	Date of the transaction	9 December 2025	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Nicholas Carrington	
2	Reason for the notification		
a)	Position/status	PCA with Elizabeth Carrington, HR Director/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	Acquisition of ordinary shares pursuant to the vesting of a deferred award granted on 9 December 2022 under the AJ Bell Executive Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.000125	3,518
d)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction	
e)	Date of the transaction	9 December 2025	
f)	Place of the transaction	Outside a trading venue	

a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.000125 each GB00BFZNLB60	
b)	Nature of the transaction	Sale of ordinary shares to cover tax and national insurance obligations	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.898	1,655
d)	Aggregated information - Aggregated volume - Aggregated Price	N/A single transaction	
e)	Date of the transaction	9 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: 10 December 2025

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