RNS Number: 9776L AJ Bell PLC 17 December 2025

## AJ Bell plc ("AJ Bell" or the "Company")

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

Details of the person discharging managerial responsibilities/person closely associated			
Name	Michael Summersgill		
Reason for the notifica	tion		
Position/status	Chief Executive Officer/PDM	R	
Initial notification /Amendment	Initial Notification		
		narket participant, auction platform,	
Name	AJ Bell plc		
Legal Entity Identifier	213800VNKA7DPWXWJJ36		
	tion(s): section to be repeated for (i) each type of instrument; (ii) ion; (iii) each date; and (iv) each place where transactions have		
Description of the financial instrument, type of instrument	Ordinary shares of £0.000125 each		
Identification code	GB00BFZNLB60		
Nature of the transaction	Grant of a deferred share at the AJ Bell plc Executive Inc	ward (FY26 DSA) pursuant to the rules of centive Plan	
Currency	GBP		
Price(s) and volume(s)	Price(s)	Volume(s)	
	£0.000125	340,991	
Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction		
Place of the transaction	London Stock Exchange		
	Name  Reason for the notification Position/status  Initial notification /Amendment  Details of the issue auctioneer or auction in the succession of the succ	Reason for the notification  Position/status	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Peter Birch	
2	Reason for the notification	ition	
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		tion(s): section to be repeated for (i) each type of instrument; (ii)	

	been conducted	ni, tiii) cauli uate, aliu tiv) cauli piauc wilcic ualisautulis liave	
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.000125 each  GB00BFZNLB60	
	Identification code		
b)	Nature of the transaction	Grant of a deferred share award (FY26 DSA) pursuant to the rules of the AJ Bell plc Executive Incentive Plan	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.000125	215,134
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	15 December 2025	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person d	on discharging managerial responsibilities/person closely associated		
a)	Name	Mohamed Tagari		
2	Reason for the notifica	ition		
a)	Position/status	Chief Technology & Custom	er Services Officer/PDMR	
b)	Initial notification /Amendment	Initial Notification	Initial Notification	
3	Details of the issue auctioneer or auction		narket participant, auction platform,	
a)	Name	AJ Bell plc		
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36		
4			ted for (i) each type of instrument; (ii) ) each place where transactions have	
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.000125 each		
	Identification code	GB00BFZNLB60		
b)	Nature of the transaction	Grant of a deferred share a the AJ Bell plc Executive Inc	ward (FY26 DSA) pursuant to the rules of centive Plan	
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.000125	63,026	
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction		
f)	Date of the transaction	15 December 2025		
g)	Place of the transaction	London Stock Exchange		

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Name Stephen Vowles	
2	Reason for the notification		
a)	Position/status Chief Marketing Officer/PDMR		
h)	Initial notification	Initial Notification	

IJ,	/Amendment	II III AI TYOUII CAUCIT	
3	Details of the issue auctioneer or auction	r, emission allowance market participant, auction platform, monitor	
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ	36
4		ion(s): section to be repeated for (i) each type of instrument; (ii) on; (iii) each date; and (iv) each place where transactions have	
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.000125 each	
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Grant of a deferred share the AJ Bell plc Executive	award (FY26 DSA) pursuant to the rules of incentive Plan
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.000125	26,876
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	15 December 2025	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person d	lischarging managerial responsibilities/person closely associated	
a)	Name	Charles Musson	
2	Reason for the notifica	ition	
a)	Position/status	D2C Managing Director/PDN	ИR
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issue auctioneer or auction		narket participant, auction platform,
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	j
4		tion(s): section to be repeated for (i) each type of instrument; (ii) on; (iii) each date; and (iv) each place where transactions have	
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.000125 each	
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Grant of a deferred share a the AJ Bell plc Executive Inc	ward (FY26 DSA) pursuant to the rules of centive Plan
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.000125	49,201
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
		15 December 2025	
f)	Date of the transaction	15 December 2025	

transaction	

1	Details of the person d	ischarging managerial responsibilities/person closely associated		
a)	Name	William Mackay	William Mackay	
2	Reason for the notifica	tion		
a)	Position/status	Advised Managing Director/F	PDMR	
b)	Initial notification /Amendment	Initial Notification		
3	Details of the issue auctioneer or auction		narket participant, auction platform,	
a)	Name	AJ Bell plc		
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36		
4	Details of the transacti each type of transacti been conducted	ion(s): section to be repea on; (iii) each date; and (iv	ted for (i) each type of instrument; (ii) each place where transactions have	
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.000125 each		
	Identification code	GB00BFZNLB60		
b)	Nature of the transaction	Grant of a deferred share a the AJ Bell plc Executive Inc	ward (FY26 DSA) pursuant to the rules of centive Plan	
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.000125	35,574	
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction		
f)	Date of the transaction	15 December 2025		
g)	Place of the transaction	London Stock Exchange		

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Ryan Hughes	
2	Reason for the notifica	tion	
a)	Position/status	Managing Director, AJ Bell Investments/PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issue auctioneer or auction	r, emission allowance market participant, auction platform, 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; (i 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	Grant of a deferred share award (FY26 DSA) pursuant to the rules of the AJ Bell plc Executive Incentive Plan	
c)	Currency	GBP	

d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.000125	24,868
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	15 December 2025	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Elizabeth Carrington	
2	Reason for the notifica	tion	
a)	Position/status	HR Director/PDMR	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issue auctioneer or auction		narket participant, auction platform,
a)	Name	AJ Bell plc	
b)	Legal Entity Identifier	213800VNKA7DPWXWJJ36	
4		tion(s): section to be repeated for (i) each type of instrument; (ii) ion; (iii) each date; and (iv) each place where transactions have	
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.000125 each	
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Grant of a deferred share a the AJ Bell plc Executive Inc	ward (FY26 DSA) pursuant to the rules of centive Plan
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.000125	12,648
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	15 December 2025	
g)	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	Ordinary shares of £0.000125 each	
	Identification code	GB00BFZNLB60	
b)	Nature of the transaction	Grant of a deferred share award (FY26 DSA) pursuant to the rules of the AJ Bell plc Executive Incentive Plan	
c)	Currency	GBP	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.000125	11,117
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	15 December 2025	
g)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Kina Sinclair		
2	Reason for the notifica	ication		
a)	Position/status	Group Legal Director & Company Secretary/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	Grant of a deferred share a the AJ Bell plc Executive Inc	ward (FY26 DSA) pursuant to the rules of centive Plan	
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.000125	13,236	
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	1	
f)	Date of the transaction	15 December 2025		
g)	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	Initial Notification	

	/AHGIGHGIL			
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		ion(s): section to be repeated for (i) each type of instrument; (ii) on; (iii) each date; and (iv) each place where transactions have		
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.000125 each		
	Identification code	GB00BFZNLB60		
b)	Nature of the transaction	Grant of a deferred share award (FY26 DSA) pursuant to the rules of the AJ Bell plc Executive Incentive Plan		
c)	Currency	GBP		
d)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£0.000125	7,834	
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction		
f)	Date of the transaction	15 December 2025		
g)	Place of the transaction	London Stock Exchange		

Name of officer of issuer responsible for making notification: Kina Sinclair (Company Secretary)

Date of notification: 17 December 2025

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