

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

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Michael Summersgill	
2	Reason for the notification		
a)	Position/status	Chief Executive 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	340,991
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	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	

	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	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 discharging managerial responsibilities/person closely associated		
a)	Name	Mohamed Tagari	
2	Reason for the notification		
a)	Position/status	Chief Technology & 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 Identification code	Ordinary shares of £0.000125 each 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	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	Stephen Vowles
2	Reason for the notification	
a)	Position/status	Chief Marketing Officer/PDMR
b)	Initial notification	Initial Notification

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	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	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 discharging managerial responsibilities/person closely associated		
a)	Name	Charles Musson	
2	Reason for the notification		
a)	Position/status	D2C 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	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	49,201
e)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A single transaction	
f)	Date of the transaction	15 December 2025	
g)	Place of the	London Stock Exchange	

	transaction	
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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	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	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 notification	
a)	Position/status	Managing Director, AJ Bell Investments/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	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 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	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	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 Identification code	Ordinary shares of £0.000125 each 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 notification		
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 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	13,236
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	Nicholas Carrington
2	Reason for the notification	
a)	Position/status	PCA with Elizabeth Carrington, HR Director/PDMR
b)	Initial notification /Amendment	Initial Notification

