

Correction to announcement 9776L made at 12:02 on 17/12/2025 (Director/PDMR Shareholding): The RNS included the incorrect place of transaction in section (4) details of the transaction. All other information was correct:

LEI: 213800VNKA7DPWXWJJ36

17 December 2025 (Original RNS Date: 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

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	Outside a trading venue

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 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	Outside a trading venue	

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	Outside a trading venue	

1	Details of the person discharging managerial responsibilities/person closely associated		
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a)	Name	Stephen Vowles
2 Reason for the notification		
a)	Position/status	Chief Marketing 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)
		£0.000125
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	Outside a trading venue

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)
		£0.000125
e)	Aggregated information	49,201

	<ul style="list-style-type: none"> - Aggregated volume - Price - Aggregated total 	N/A single transaction
f)	Date of the transaction	15 December 2025
g)	Place of the transaction	Outside a trading venue

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)	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Price(s)</td> <td style="width: 50%;">Volume(s)</td> </tr> <tr> <td>£0.000125</td> <td>35,574</td> </tr> </table>	Price(s)	Volume(s)	£0.000125	35,574
Price(s)	Volume(s)					
£0.000125	35,574					
e)	Aggregated information <ul style="list-style-type: none"> - Aggregated volume - Price - Aggregated total 	N/A single transaction				
f)	Date of the transaction	15 December 2025				
g)	Place of the transaction	Outside a trading venue				

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	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	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	Outside a trading venue	

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)
		£0.000125
e)	Aggregated information - Aggregated volume - Price - Aggregated total	Volume(s)
		11,117
f)	Date of the transaction	15 December 2025
g)	Place of the transaction	Outside a trading venue

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 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	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	Outside a trading venue	

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	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	Outside a trading venue

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

Date of notification: 17 December 2025

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