

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 | 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 | Ordinary shares of £0.000125 each | |
| | Identification code | GB00BFZNLB60 | |
| b) | Nature of the transaction | Award of free shares under BAYE | |
| c) | Currency | GBP | |
| d) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | £ nil | 23 |
| e) | Aggregated information - Aggregated volume - Price - Aggregated total | N/A single transaction | |
| f) | Date of the transaction | 9 January 2026 | |
| 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 | Award of free shares under BAYE |
| c) | Currency | GBP |
| d) | Price(s) and volume(s) | Price(s) |
| | | £ nil |
| | | Volume(s) |
| | | 23 |
| e) | Aggregated information - Aggregated volume - Price - Aggregated total | N/A single transaction |
| f) | Date of the transaction | 9 January 2026 |
| 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 Identification code | Ordinary shares of £0.000125 each GB00BFZNLB60 |
| b) | Nature of the transaction | Award of free shares under BAYE |
| c) | Currency | GBP |
| d) | Price(s) and volume(s) | Price(s) |
| | | £ nil |
| | | Volume(s) |
| | | 23 |
| e) | Aggregated information - Aggregated volume - Price - Aggregated total | N/A single transaction |
| f) | Date of the transaction | 9 January 2026 |
| 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 |

| | | |
|----------|--|---|
| | /Amendment | |
| 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 | |
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| b) | Nature of the transaction | Award of free shares under BAYE |
| c) | Currency | GBP |
| d) | Price(s) and volume(s) | Price(s) |
| | | £ nil |
| d) | Price(s) and volume(s) | Volume(s) |
| | | 23 |
| e) | Aggregated information - Aggregated volume - Price - Aggregated total | N/A single transaction |
| f) | Date of the transaction | 9 January 2026 |
| 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 | Award of free shares under BAYE |
| c) | Currency | GBP |
| d) | Price(s) and volume(s) | Price(s) |
| | | £ nil |
| d) | Price(s) and volume(s) | Volume(s) |
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| f) | Date of the transaction | 9 January 2026 |
| g) | Place of the transaction | Outside a trading venue |

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|----|---|---|-----------|
| 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 | |
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|----|---|---|-----------|
| 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 | |
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| f) | Date of the transaction | 9 January 2026 |
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| | | | |
|----|---|---|-----------|
| 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 | |
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| f) | Date of the transaction | 9 January 2026 | |
| 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: 2 February 2026

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