

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 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) 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
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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
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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	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
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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
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
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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
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	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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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	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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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	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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b)	Nature of the transaction	Award of free shares under BAYE				
c)	Currency	GBP				
d)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£ nil</td> <td>23</td> </tr> </table>	Price(s)	Volume(s)	£ nil	23
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				

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

Date of notification: 2 February 2026

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