

DIRECTOR/PDMR SHAREHOLDING

2 February 2026

The Sage Group plc. ("**Sage**")

Notification of Transactions by Persons Discharging Managerial Responsibilities and Persons Closely Associated ("PCAs") with them

This notification relates to transactions notified in accordance with Article 19(3) of the UK Market Abuse Regulation.

Sage announces that on 1 February 2026, Aaron Harris and Walid Abu-Hadba, each, a person discharging managerial responsibilities for Sage, and Amy Cosgrove, a PCA to Aaron Harris, acquired rights to purchase ordinary shares of 14/77 pence each in Sage ("**Ordinary Shares**") under the Sage Colleague Share Purchase Plan (the "**CSPP**"). The CSPP is an all-employee share plan operated for Sage's US employees. The share purchase will occur, subject to and in accordance with the CSPP rules, at the end of a 6-month offering period ("**Offering Period**"), on 3 August 2026.

In accordance with the CSPP rules, participants make monthly contributions during the Offering Period and, at the end of the Offering Period, use such contributions to fund the purchase price per Ordinary Share at a purchase price equal to the lesser of 85% of the fair market value of an Ordinary Share as at (i) the award date, being 1 February 2026 and (ii) the purchase date, being 3 August 2026. Aaron Harris, Walid Abu-Hadba and Amy Cosgrove have each elected to contribute USD 1,000 per month. These contributions will be converted from USD to GBP using the prevailing exchange rate at the time of purchase.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Aaron Harris
2	Reason for the notification	
a)	Position/status	Chief Technology Officer
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	The Sage Group plc.
b)	LEI	2138005RN5XYLTF8G138
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
	Identification code	ISIN: GB00B8C3BL03
b)	Nature of the transaction	Acquisition of right to purchase Ordinary Shares at the end of a six-month offering period ending on 3 August 2026, at

		a purchase price to be determined on that date, in accordance with the CSPP rules.				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>Nil</td></tr></table>	Price(s)	Volume(s)	Nil	Nil
Price(s)	Volume(s)					
Nil	Nil					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	1 February 2026				
f)	Place of the transaction	Outside a trading venue				

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Walid Abu-Hadba				
2	Reason for the notification					
a)	Position/status	Chief Product Officer				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	The Sage Group plc.				
b)	LEI	2138005RN5XYLTF8G138				
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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Nil	Nil					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	1 February 2026				
f)	Place of the transaction	Outside a trading venue				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Amy Cosgrove

2	Reason for the notification					
a)	Position/status	PCA to Aaron Harris, Chief Technology Officer				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	The Sage Group plc.				
b)	LEI	2138005RN5XYLTF8G138				
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