

DIRECTOR/PDMR SHAREHOLDING

4 February 2026

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

Notification of Transactions by Persons Discharging Managerial Responsibilities ("PDMRs") 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 2 February 2026, the undemoted PDMRs and PCA acquired ordinary shares of 1⁴/₇₇ pence each in Sage ("**Ordinary Shares**") at the purchase price set out below, in accordance with the rights they acquired under the Sage Colleague Share Purchase Plan (the "**CSPP**") on 1 August 2025 to purchase such Ordinary Shares.

In accordance with the CSPP rules, the purchase price per Ordinary Share was the lesser of 85% of the fair market value of an Ordinary Share as at (i) the award date, being 1 August 2025 and (ii) the purchase date, being 2 February 2026. The purchase price was funded by monthly contributions, made by the relevant PDMR/PCA during the offering period, which have been converted from USD to GBP using the prevailing exchange rate at the time of purchase.

PDMR/PCA	Number of shares purchased under the CSPP	Purchase price per share	Resultant total shareholding
Aaron Harris	540	£8.14	267,607
Walid Abu-Hadba	540	£8.14	405,759
Amy Cosgrove*	540	£8.14	15,126

*Amy Cosgrove is a PCA to Aaron Harris, Chief Technology Officer.

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 Identification code	Ordinary Shares ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Purchase of Ordinary Shares in Sage in accordance with the rights acquired to purchase such Ordinary Shares under the CSPP.				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£8.14</td><td>540</td></tr></table>	Price(s)	Volume(s)	£8.14	540
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£8.14	540					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	2 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				
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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.				
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