

DIRECTOR/PDMR SHAREHOLDING

4 February 2026

The Sage Group plc. ("Sage")

Notification of Transactions by Persons Discharging Managerial Responsibilities ("PDMRs")

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

On 2 February 2026, the PDMRs noted below, who are members of the Executive Leadership Team of Sage, were granted conditional share awards over ordinary shares of 1^{4/77} pence each in Sage ("Shares") under The Sage Group plc Long-Term Incentive Plan ("LTIP").

Awards under the LTIP may be granted as a performance share award ("PSA"), or restricted share award ("RSA") (the "Awards").

No price is payable by the PDMRs on either the grant or vesting of the Awards.

The Awards will vest on the dates set out in the table below, subject to continued employment, and/or performance conditions (as applicable). The Awards are subject to malus (withholding) and clawback (recovery).

PDMR	Awards	Number of Shares subject to Awards	Vest Date
Steve Hare	PSA	59,427	2 December 2028
Jacqui Cartin	PSA	181,564	2 December 2028

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Steve Hare
2 Reason for the notification		
a)	Position/status	Chief Executive 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	Grant of share awards under The Sage Group plc Long-Term Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume</td> </tr> <tr> <td>Nil</td> <td>59,427</td> </tr> </table>	Price	Volume	Nil	59,427
Price	Volume					
Nil	59,427					
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	Jacqui Cartin		
2 Reason for the notification				
a)	Position/status	Chief Financial 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	Grant of a share award under The Sage Group plc Long-Term Incentive Plan		
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume</td> </tr> </table>	Price	Volume
Price	Volume			

		Nil	181,564
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	

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