

DIRECTOR/PDMR SHAREHOLDING

13 February 2026

The Sage Group plc. ("Sage")

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

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

Sage was notified that on 12 February 2026, Jillian Marie Bates, PCA to Dr John Bates who is a Non-executive Director of Sage and PDMR, purchased a total of 35,000 ordinary shares of 1<sup>4/77</sup> pence each in Sage ("Ordinary Shares").

The purchases were made at the following prices:

- 10,000 shares at £8.1097 per share
- 10,000 shares at £8.0917 per share
- 15,000 shares at £8.0890 per share

The resultant total shareholding after this transaction for Jillian Marie Bates is 51,735 Ordinary Shares.

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>									
a)	Name	Jillian Marie Bates								
<b>2</b>	<b>Reason for the notification</b>									
a)	Position/status	PCA to Dr John Bates, Non-executive Director								
b)	Initial notification /Amendment	Initial notification								
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>									
a)	Name	The Sage Group plc.								
b)	LEI	2138005RN5XYLTF8G138								
<b>4</b>	<b>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</b>									
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares  ISIN: GB00B8C3BL03								
b)	Nature of the transaction	Ordinary share purchase								
c)	Price(s) and volume(s)	<table border="1"><tr><td>Price</td><td>Volume</td></tr><tr><td>£8.1097</td><td>10,000</td></tr><tr><td>£8.0917</td><td>10,000</td></tr><tr><td>£8.0890</td><td>15,000</td></tr></table>	Price	Volume	£8.1097	10,000	£8.0917	10,000	£8.0890	15,000
Price	Volume									
£8.1097	10,000									
£8.0917	10,000									
£8.0890	15,000									
d)	Aggregated information									

	- Aggregated volume	35,000
	- Price	£283,349
e)	Date of the transaction	12 February 2026
f)	Place of the transaction	London Stock Exchange

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