

DIRECTOR/PDMR SHAREHOLDING

16 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 of the UK Market Abuse Regulation.

Sage announces that it was notified on 13 February 2026 that the following ordinary shares of 1⁴/₇₇ pence each in Sage ("**Shares**") were automatically acquired on behalf of the undemoted PDMRs and PCA on 12 February 2026. The Shares were acquired automatically through Sage's Dividend Reinvestment Plan ("**DRIP**") and are held in their Employee Share Accounts.

PDMR/PCA	Number of ordinary shares acquired	Price	Resultant total shareholding
Steve Hare	11,422	£8.1149	666,171
Jacqui Cartin	5	£8.1149	316
Derk Bleeker	4,432	£8.1149	256,559
Vicki Bradin	2,352	£8.1149	136,887
Amanda Cusdin	3,241	£8.1149	187,624
Amy Lawson	1,811	£8.1149	104,839
Aaron Harris	4,694	£8.1149	272,301
Walid Abu-Hadba	19	£8.1149	405,778
Amy Cosgrove*	257	£8.1149	15,383

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

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	Ordinary shares

	instrument, type of instrument Identification code	ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Acquisition of ordinary shares through Sage's Dividend Reinvestment Plan (DRIP)				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£8.1149</td><td>11,422</td></tr></table>	Price(s)	Volume(s)	£8.1149	11,422
Price(s)	Volume(s)					
£8.1149	11,422					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	12 February 2026				
f)	Place of the transaction	London Stock Exchange				

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	Acquisition of ordinary shares through Sage's Dividend Reinvestment Plan (DRIP)				
c)	Price(s) and volume(s)	<table border="1"> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>£8.1149</td><td>5</td></tr> </table>	Price(s)	Volume(s)	£8.1149	5
Price(s)	Volume(s)					
£8.1149	5					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	12 February 2026				
f)	Place of the transaction	London Stock Exchange				

	associated					
a)	Name	Derk Bleeker				
2	Reason for the notification					
a)	Position/status	Chief Commercial 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	Acquisition of ordinary shares through Sage's Dividend Reinvestment Plan (DRIP)				
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Price(s)	Volume(s)					
£8.1149	4,432					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	12 February 2026				
f)	Place of the transaction	London Stock Exchange				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Vicki Bradin
2	Reason for the notification	
a)	Position/status	General Counsel and Company Secretary
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	Acquisition of ordinary shares through Sage's Dividend Reinvestment Plan (DRIP)				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£8.1149</td><td>2,352</td></tr></table>	Price(s)	Volume(s)	£8.1149	2,352
Price(s)	Volume(s)					
£8.1149	2,352					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	12 February 2026				
f)	Place of the transaction	London Stock Exchange				

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Amanda Cusdin					
2	Reason for the notification						
a)	Position/status	Chief People 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	Acquisition of ordinary shares through Sage's Dividend Reinvestment Plan (DRIP)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£8.1149</td><td>3,241</td></tr></table>		Price(s)	Volume(s)	£8.1149	3,241
Price(s)	Volume(s)						
£8.1149	3,241						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	12 February 2026					
f)	Place of the transaction	London Stock Exchange					

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Amy Lawson				
2	Reason for the notification					
a)	Position/status	Chief Brand and Corporate Affairs 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	Acquisition of ordinary shares through Sage's Dividend Reinvestment Plan (DRIP)				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£8.1149</td> <td>1,811</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£8.1149	1,811
Price(s)	Volume(s)					
£8.1149	1,811					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	12 February 2026				
f)	Place of the transaction	London Stock Exchange				

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

a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares ISIN: GB00B8C3BL03				
b)	Nature of the transaction	Acquisition of ordinary shares through Sage's Dividend Reinvestment Plan (DRIP)				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£8.1149</td><td>4,694</td></tr></table>	Price(s)	Volume(s)	£8.1149	4,694
Price(s)	Volume(s)					
£8.1149	4,694					
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e)	Date of the transaction	12 February 2026				
f)	Place of the transaction	London Stock Exchange				

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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c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£8.1149</td><td>19</td></tr></table>	Price(s)	Volume(s)	£8.1149	19
Price(s)	Volume(s)					
£8.1149	19					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	12 February 2026				
f)	Place of the transaction	London Stock Exchange				
1	Details of the person discharging managerial responsibilities / person closely associated					

	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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c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£8.1149</td> <td>257</td> </tr> </table>	Price(s)	Volume(s)	£8.1149	257
Price(s)	Volume(s)					
£8.1149	257					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	12 February 2026				
f)	Place of the transaction	London Stock Exchange				

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Telephone number of contact:	+44(0) 203 810 7200

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