



Lagos, Nigeria- 23 January 2026

NOTIFICATION OF SHARE DEALING BY INSIDERS

1.	Details of the Director/Insider	
a)	Name	Ess-ay Investment Limited
2.	Reason for the notification	
a)	Position/status	Related to Mrs. Tairat Tijani, Non-Executive Director of Sterling Bank Ltd (Subsidiary of Sterling Financial Holdings Company Plc)
b)	Initial notification/Amendment	Initial notification
3.	Details of the issuer	
a)	Name	Sterling Financial Holdings Company Plc
b)	Legal Entity Identifier ¹	0292005348F3L7V6I514
4.	Details of the transaction(s): 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	ISIN: NGSTERLNHCO9
b)	Nature of the transaction	Purchase of shares
c)	Volume and price	<p>712,297 units at N7.40 per share</p> <p>1,650, 000 units at N7.20 per share</p> <p>1,000, 000 units at N7.25 per share</p> <p>500, 000 units at N7.35 per share</p> <p>500, 000 units at N7.40 per share</p> <p>3, 500,000 units at N7.50 per share</p> <p>201, 845 units at N7.20 per share</p> <p>2,113, 706 units at N7.05 per share</p> <p>2,091,736 units at N7.10 per share</p> <p>2,768,629 units at N7.10 per share</p>



		1,000,000 units at N7.15 per share 812,188 units at N7.20 per share 3,700,514 units at N7.35 per share 799,486 units at N7.35 per share 371,972 units at N7.50 per share 991,432 units at N7.65 per share 1,965,235 units at N7.70 per share 2,288,469 units at N7.75 per share
d)	Aggregate information - Aggregated volume - Price	26,967,509 units N7.34
e)	Date of Transaction	6 th to 14 th January 2026
f)	Place of Transaction	Lagos, Nigerian Exchange Limited



**OLAYINKA ONI
EXECUTIVE DIRECTOR**