

6 August 2014

Appointment of Group Chief Executive Officer

The Sage Group plc ("Sage") today announces that Stephen Kelly will succeed Guy Berruyer as Group Chief Executive Officer with effect from 5 November 2014. On this date, Guy will retire as a Director and Chief Executive Officer. He will, however, remain available to support Stephen, as required, until the end of March 2015.

Donald Brydon, Chairman, said: "I am delighted that the Board has been able to attract Stephen Kelly to join Sage as our new Chief Executive to succeed Guy when he retires as previously announced. Stephen brings exceptional leadership skills combined with a passion for customers and a track record of driving profitable growth. His experience in Europe and the USA in leading successful listed software companies and effective global teams will serve Sage well. He will join a strong executive team and will play the key role in driving forward our strategy and realising our growth ambitions, building on the well-founded platform established by Guy."

Stephen Kelly said: "This is a great time to be joining Sage. Sage is an excellent business with a proven business model and a strong track record of creating value for shareholders. Sage is perfectly placed to help SMEs fully capture the benefits of cloud, social, and mobile technologies. I am honoured to have the opportunity to lead Sage and grateful to work with Guy in an orderly and smooth transition from November."

Guy will continue to be employed by the Company until 31 March 2015 although he will step down from the role of Chief Executive and as a Director of the Company on 5 November 2014. During his employment, Guy will continue to receive his normal salary and benefits, but will not be eligible for a bonus for the period from 5 November 2014. During this period, he will be available to assist the new Chief Executive as required.

On appointment, Stephen will receive a basic annual salary of £790,000. He will participate in the Annual Bonus and Performance Share Plan of the company to the same extent as his predecessor. In addition, and to further align his incentives with shareholders, he will receive a one-off PSP award of £987,500 with a six year vesting period against demanding share return performance conditions.

Enquiries

The Sage Group plc +44(0) 191 294 4121

Murdo Montgomery, Investor Relations

Tulchan Communications +44(0) 20 7353 4200

Andrew Grant

Jonathan Sibun

Notes to Editors

About Stephen Kelly

Stephen has served as Chief Executive Officer of two growth orientated public software companies, namely: NASDAQ listed Chordiant Software, Inc. from 2001 to 2005; and then from 2006 to 2010, London Stock Exchange listed Micro Focus International plc. From 2010, Stephen was a founder investor and director in a number of successful SMEs. In 2012 he was appointed Chief Operating Officer for UK Government responsible to the Minister for the Cabinet Office. In this role, Stephen is the most senior civil servant responsible for Efficiency & Reform, as well as promoting the

government's positive SME agenda. Stephen was educated at the University of Bath. He is married with three daughters.

There are no further disclosures required for the purposes of Listing Rule 9.6.13.

About The Sage Group plc

We provide small and medium sized organisations with a range of easy-to-use, secure and efficient business management software and services - from accounting and payroll, to enterprise resource planning, customer relationship management and payments. Our customers receive continuous advice and support through our global network of local experts to help them solve their business problems, giving them the confidence to achieve their business ambitions. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and entered the FTSE 100 in 1999. Sage has over 6 million customers and more than 12,700 employees in 24 countries covering the UK & Ireland, mainland Europe, North America, South Africa, Australia, Asia and Brazil. For further information please visit www.sage.com