

Personal Group Holdings plc

("the Company")

PDMR purchase of shares

Personal Group Holdings Plc operates an Inland Revenue approved All Employee Share Ownership Plan (AESOP) which allows employees and directors the opportunity to purchase ordinary shares of 5p each in the Company ("Shares") currently held by Personal Group Trustees Limited.

The thirty first allocation period ended on 30 June 2017 and the following PDMRs have acquired Shares on 1 July 2017 as follows:

<i>Director</i>	<i>Price paid per Share</i>	<i>Shares purchased</i>	<i>Total number of ordinary shares held following transaction</i>	<i>% of Company's issued share capital</i>
Mr M Scanlon	348.00p	304	132,045	0.429
Mr K Rooney	348.00p	355	16,933*	0.055
Mr M Dugdale	348.00p	323	65,671**	0.213
Ms D Rees	348.00p	6	168	0.001
Mr A Doody	348.00p	29	789	0.003
Mr D Walker	348.00p	46	1,297	0.004
Mr A Lothian	348.00p	278	37,773***	0.123

* This figure includes Mr Rooney's partner's holding of 4,346 ordinary shares.

** This figure includes Mr Dugdale's wife's holding of 13,162 ordinary shares.

*** This figure includes Mr Lothian's wife's holding of 17,570 ordinary shares.

Under the Rules of the AESOP, the share price at which the shares are purchased is the lower of the mid-market value at the start and end of the relevant accumulation period.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	1. Mark Scanlon 2. Ken Rooney

		<p>3. Mike Dugdale</p> <p>4. Deborah Rees</p> <p>5. Ashley Doody</p> <p>6. David Walker</p> <p>7. Andrew Lothian</p>
2	Reason for the notification	
a)	Position/status	<p>1. Mark Scanlon - Director/ PDMR</p> <p>2. Ken Rooney - Director/ PDMR</p> <p>3. Mike Dugdale - Director/ PDMR</p> <p>4. Deborah Rees – Director / PDMR</p> <p>5. Ashley Doody - PDMR</p> <p>6. David Walker - PDMR</p> <p>7. Andrew Lothian - PDMR</p>
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Personal Group Holdings Plc
b)	LEI	N/A
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 of 5p each ISIN: GB0002760279		
b)	Nature of the transaction	Purchase of shares via SIPP scheme		
c)	Price(s) and volume(s)	Director/PDMR	Price(s)	Volume(s)
		1. M Scanlon	348.00p	304
		2. K Rooney	348.00p	355
		3. M Dugdale	348.00p	323
		4. D Rees	348.00p	6
		5. A Doody	348.00p	29
		6. D Walker	348.00p	46
		7. A Lothian	348.00p	278
d)	Aggregated information - Aggregated volume - Price	1,341 shares £3.48 per share		
e)	Date of the transaction	1 July 2017		
f)	Place of the transaction	Outside a trading venue		

-ENDS-

For more information please contact:

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Notes to Editors

Personal Group Holdings Plc (AIM: PGH) is a technology enabled employee services business, working with employers to drive productivity through better employee engagement and a more motivated workforce. With over 30 years' experience, the Company provides employee benefits, serving 550 businesses, reaching over 2 million employees across the UK.

Personal Group's offer comprises 8,000 in-house and third party products and services, from c.60 supply lines. In-house services include employee insurance products (hospital, convalescence plans and death benefit) and the provision of home technology via salary sacrifice (iPads, computers, laptops, smart phones and smart TVs). Third party services include retail discounts, e-payslips, employee assistance, wellbeing programmes and salary sacrifice cars and bikes.

The offer is provided via the Company's proprietary technology platform, Hapi. The platform is intuitive and accessible via web, tablet and mobile app, driving better engagement, communication and value recognition. Hapi is flexible and can quickly integrate additional services, such as existing employee services and partner platforms. Hapi is a SaaS product.

Through technology and select acquisitions, the Company has grown its addressable market from 6m to 27m UK employees; including 15.6m SME employees targeted via its partnership with Sage, the UK's largest software company.

Personal Group's innovative approach to using technology to deliver its programmes, combined with its face-to-face method of communicating with employees, makes its offer compelling to blue chip clients across the UK as a way of attracting, retaining and motivating employees.

Personal Group has a strong client base across a range of sectors including passenger transport, healthcare, logistics and food manufacturing. Clients include: Stagecoach, Four Seasons Health Care, Priory Group, Spire Healthcare, Bibby, 2 Sisters Food Group and Young's Seafood.

For further information, please see www.personalgroup.com