

Further detail is provided below in accordance with Article 19.3 of the EU Market Abuse Regulation.

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Mike Dugdale
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Financial Officer
b)	Initial notification /Amendment	Initial
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Personal Group Holdings Plc
b)	LEI	N/A
<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 of 5p each  ISIN: GB0002760279

b)	Nature of the transaction	Purchase of shares under dividend re-investment plan						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£3.79 per share</td> <td>538</td> </tr> <tr> <td>£4.05 per share*</td> <td>198</td> </tr> </tbody> </table> <p>*These shares were purchased into his ISA</p>	Price(s)	Volume(s)	£3.79 per share	538	£4.05 per share*	198
Price(s)	Volume(s)							
£3.79 per share	538							
£4.05 per share*	198							
d)	Aggregated information							
	- Aggregated volume	736 ordinary shares						
	- Price	Weighted average price per share £3.860						
e)	Date of the transaction	28 September 2017 & 2 October 2017 (ISA)						
f)	Place of the transaction	London Stock Exchange						
<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>							
a)	Name	Jennifer Millward-Dugdale						
<b>2</b>	<b>Reason for the notification</b>							

a)	Position/status	Person closely associated with Mike Dugdale, Chief Financial Officer					
b)	Initial notification /Amendment	Initial					
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>						
a)	Name	Personal Group Holdings Plc					
b)	LEI	N/A					
<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 of 5p each  ISIN: GB0002760279					
b)	Nature of the transaction	Purchase of shares under dividend re-investment plan					
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£4.05 per share*</td> <td>183</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£4.05 per share*	183
Price(s)	Volume(s)						
£4.05 per share*	183						

		*These shares were purchased into her ISA
d)	Aggregated information - Aggregated volume  - Price	N/A – single transaction
e)	Date of the transaction	2 October 2017
f)	Place of the transaction	London Stock Exchange

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Ken Rooney
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Non-Executive Director
b)	Initial notification /Amendment	Initial
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Personal Group Holdings Plc

b)	LEI	N/A						
<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 of 5p each  ISIN: GB0002760279						
b)	Nature of the transaction	Purchase of shares under dividend re-investment plan						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£4.05 per share</td> <td>76</td> </tr> <tr> <td>£4.05 per share*</td> <td>56</td> </tr> </tbody> </table> <p>*These shares were purchased into his ISA</p>	Price(s)	Volume(s)	£4.05 per share	76	£4.05 per share*	56
Price(s)	Volume(s)							
£4.05 per share	76							
£4.05 per share*	56							
d)	Aggregated information  - Aggregated volume  - Price	132 ordinary shares  Weighted average price per share £4.05						
e)	Date of the transaction	2 October 2017						

f)	Place of the transaction	London Stock Exchange

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Anne Karin Keating
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Person closely associated with Ken Rooney, Non-Executive Director of Personal Group Holdings Plc
b)	Initial notification /Amendment	Initial
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Personal Group Holdings Plc
b)	LEI	N/A
<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>	

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b)	Nature of the transaction	Purchase of shares under dividend re-investment plan				
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Price(s)	Volume(s)					
£4.05 per share*	59					
d)	Aggregated information  - Aggregated volume  - Price	N/A – single transaction				
e)	Date of the transaction	2 October 2017				
f)	Place of the transaction	London Stock Exchange				

**- ENDS -**

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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 and services to 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 programmes, wellbeing programmes and salary sacrifice cars and bikes.

The offer is provided via the Company's proprietary technology platform, Hapi. The platform is intuitive, designed primarily for app deployment and also accessible via web and tablet, 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 over 30m 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](http://www.personalgroup.com).