

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	<ul style="list-style-type: none"> 1. Mark Scanlon 2. Ken Rooney 3. Mike Dugdale 4. Deborah Rees 5. Ashley Doody 6. David Walker 7. Andrew Lothian
2	Reason for the notification	
a)	Position/status	<ul style="list-style-type: none"> 1. Mark Scanlon - Director/ PDMR 2. Ken Rooney - Director/ PDMR 3. Mike Dugdale - Director/ PDMR 4. Deborah Rees – Director / PDMR 5. Ashley Doody - PDMR 6. David Walker - PDMR 7. Andrew Lothian - PDMR
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 pursuant to All Employee Share Ownership Plan		
c)	Price(s) and volume(s)	Director/PDMR	Price(s)	Volume(s)
		1. M Scanlon	348.00p	301
		2. K Rooney	348.00p	339
		3. M Dugdale	348.00p	314
		4. D Rees	348.00p	263
		5. A Doody	348.00p	22
		6. D Walker	348.00p	36
		7. A Lothian	348.00p	22
d)	Aggregated information - Aggregated volume - Price	1,297 shares £3.48 per share		
e)	Date of the transaction	1 January 2018		

f)	Place of the transaction	Outside a trading venue
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