

<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
Name	Mike Dugdale
<b>Reason for the notification</b>	
Position/status	Chief Financial Officer
Initial notification /Amendment	Initial
<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
Name	Personal Group Holdings Plc
LEI	213800TN8BH2YYWAH345
<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>	
Description of the financial instrument, type of instrument	Options over ordinary shares of 5p each
Identification code	ISIN: GB0002760279
Nature of the transaction	Grant of options over ordinary shares

Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil</td> <td>46,351</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Nil	46,351
Price(s)	Volume(s)				
Nil	46,351				
Aggregated information  - Aggregated volume  - Price	N/A -single transactions				
Date of the transaction	2 January 2018				
Place of the transaction	Outside a trading venue				