

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Ken Rooney
2	Reason for the notification	
a)	Position/status	Non-Executive Director
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	213800TN8BH2YYWAH345
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	1) Exercise of options 2) Sale of shares

c)	Price(s) and volume(s)	<table border="1" data-bbox="675 259 1326 533"> <thead> <tr> <th data-bbox="675 259 1002 394">Price(s)</th> <th data-bbox="1002 259 1326 394">Volume(s)</th> </tr> </thead> <tbody> <tr> <td data-bbox="675 394 1002 450">1. £4.15 per share</td> <td data-bbox="1002 394 1326 450">2,882</td> </tr> <tr> <td data-bbox="675 450 1002 533">2. £4.82 per share</td> <td data-bbox="1002 450 1326 533">2,882</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1. £4.15 per share	2,882	2. £4.82 per share	2,882
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d)	<p data-bbox="261 667 560 701">Aggregated information</p> <p data-bbox="261 801 523 835">- Aggregated volume</p> <p data-bbox="261 909 344 943">- Price</p>	<p data-bbox="722 801 1050 835">1. N/A single transaction</p> <p data-bbox="722 875 1074 909">2. N/A – single transaction</p> <p data-bbox="675 987 687 1010">-</p>							
e)	Date of the transaction	<p data-bbox="722 1227 970 1261">1. 11 January 2018</p> <p data-bbox="722 1290 970 1323">2. 11 January 2018</p>							
f)	Place of the transaction	<p data-bbox="675 1395 986 1429">1. Outside a trading venue</p> <p data-bbox="675 1458 1082 1491">2. London Stock Exchange (AIM)</p>							