

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Mark Scanlon
2	Reason for the notification	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial notification
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 in Personal Group Holdings plc Identification code for Personal Group Holdings Plc ordinary shares: GB0002760279
b)	Nature of the transaction	Exercise of options granted under the Personal Group Holdings PLC Long Term Incentive Plan and subsequent sale of ordinary shares issued in connection with that exercise

c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th><i>Price(s)</i></th> <th><i>Volume(s)</i></th> </tr> </thead> <tbody> <tr> <td>Nil</td> <td>205,793 options exercised</td> </tr> <tr> <td>£3.85 each</td> <td>102,500 ordinary shares sold</td> </tr> </tbody> </table>	<i>Price(s)</i>	<i>Volume(s)</i>	Nil	205,793 options exercised	£3.85 each	102,500 ordinary shares sold
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Nil	205,793 options exercised							
£3.85 each	102,500 ordinary shares sold							
d)	Aggregated information - Aggregated volume - Price	N/A						
e)	Date of the transaction	24 November 2016						
f)	Place of the transaction	London Stock Exchange, AIM						

Market Abuse Regulation (MAR) Disclosure

Certain information contained in this announcement would have been deemed inside information for the purposes of Article 7 of Regulation (EU) No 596/2014 until the release of this announcement.

- ENDS -

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Notes to Editors

With over 30 years' experience of looking after its customers' employees, Personal Group Holdings Plc (AIM: PGH) is a leading provider of employee benefits and employee related insurance products, offering benefits programmes to over 2 million employees across the UK.

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 offering compelling to blue chip clients across the UK as a way of attracting, retaining and motivating employees. The Group tailors its packages to include insurance products such as hospital and convalescence plans, death benefit and income protection plans, as well as lifestyle benefits such as holiday and retail discounts, health and wellbeing benefits and a range of tax efficient benefits.

Personal Group can also supply home technology via salary sacrifice through its subsidiary Let's Connect. Offering the latest iPads and other tablets, home computers and laptops, smart phones and smart TVs is a highly engaging benefit from which both the employer and employee can profit.

Personal Group has a strong client base across a range of sectors including transport, where it works with the likes of Network Rail, Stagecoach and EYMS Group Ltd, and healthcare, where clients include Four Seasons Health Care, Priory Group and Spire Healthcare. The Group also covers logistics, with companies such as TNT Express and Bibby, and motoring with Manheim and JCT600 as clients. In addition the Group also has a strong presence in food manufacturing and service and clients include 2 Sisters Food Group and Young's Seafood.

With over 520 clients the Group has grown considerably and provides engaging and effective benefits packages across a breadth of sectors.

For further information, go to www.personal-group.com.