

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Mike Dugdale / Jennifer Millward-Dugdale
2	Reason for the notification	
a)	Position/status	Mike Dugdale (Chief Financial Officer) Jennifer Millward-Dugdale (person closely associated with Mike Dugdale)
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 ordinary shares by Jennifer Millward-Dugdale into her personal ISA

c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£4.376 per share</td> <td>3,476</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£4.376 per share	3,476
Price(s)	Volume(s)					
£4.376 per share	3,476					
d)	<p>Aggregated information</p> <p>- Aggregated volume</p> <p>- Price</p>	N/A – single transaction				
e)	Date of the transaction	21 November 2016				
f)	Place of the transaction	London Stock Exchange				