

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	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 using 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>£3.8167 per share</td> <td>3,989</td> </tr> </tbody> </table> <p>*These shares were purchased into his ISA</p>	Price(s)	Volume(s)	£3.8167 per share	3,989
Price(s)	Volume(s)					
£3.8167 per share	3,989					
d)	<p>Aggregated information</p> <p>- Aggregated volume</p> <p>- Price</p>	<p>N/A</p> <p>Single transaction</p>				
e)	Date of the transaction	1 December 2016				
f)	Place of the transaction	London Stock Exchange				