

Personal Group Holdings Plc

("the Company" or "the Group")

Director/PDMR Dealings & Issue of Equity

The Company has been informed that Mark Scanlon, Chief Executive Officer, exercised options over 38,683 ordinary shares of 5p each in the Company ("Ordinary Shares") at nil exercise cost. These options had been granted under the Company's Long Term Incentive Plan ("LTIP"), as detailed in its RNS released on 30 November 2017.

Following the exercise, he sold 18,500 Ordinary Shares to cover the associated tax charges at a price of £3.95 per share on 3 April 2018.

Following this transaction, Mark Scanlon has increased his total interest in shares to 152,529 Ordinary Shares representing 0.494% of the issued ordinary share capital of the Company.

Furthermore, the Company has also been informed that Mike Dugdale, Chief Financial Officer exercised options previously granted under the LTIP over 46,351 Ordinary Shares at nil exercise cost, which he subsequently sold at a price of £3.95 per share on 3 April 2018. Following this transaction, Mike Dugdale has a total interest in 68,548 Ordinary Shares, including his wife's holding of 13,671 shares, representing 0.222% of the issued ordinary share capital of the Company.

The Company has allotted a total of 85,034 new Ordinary Shares of 5p each ("New Shares") in connection with the above exercises. Application has been made for the New Shares to be admitted to trading on AIM ("Admission") and it is expected that Admission will take place on 10 April 2018.

Following Admission, the Company will have 30,884,925 Ordinary Shares in issue. The Company does not hold any Ordinary Shares in treasury. Therefore the total number of Ordinary Shares in the Company with voting rights is 30,884,925.

Further detail is provided below in accordance with Article 19.3 of the EU Market Abuse Regulation.

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				
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	Exercise of options over ordinary shares				
c)	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>38,683 ordinary shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£nil	38,683 ordinary shares
Price(s)	Volume(s)					
£nil	38,683 ordinary shares					
d)	Aggregated information - Aggregated volume - Price	N/A – single transaction				
e)	Date of the transaction	3 April 2018				

f)	Place of the transaction	Outside a trading venue

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
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Personal Group Holdings Plc
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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	Sale of ordinary shares

c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£3.95	18,500 ordinary shares
d)	Aggregated information - Aggregated volume - Price	N/A – single transaction	
e)	Date of the transaction	3 April 2018	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Mike Dugdale
2	Reason for the notification	
a)	Position/status	Chief Financial Officer
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	Exercise of options over ordinary shares					
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d)	Aggregated information - Aggregated volume - Price	N/A – single transaction					
e)	Date of the transaction	3 April 2018					
f)	Place of the transaction	Outside a trading venue					

1	Details of the person discharging managerial responsibilities / person closely associated
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a)	Name	Mike Dugdale				
2	Reason for the notification					
a)	Position/status	Chief Financial Officer				
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				
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Price(s)	Volume(s)					

		£3.95	46,351 ordinary shares
d)	Aggregated information - Aggregated volume - Price	N/A – single transaction	
e)	Date of the transaction	3 April 2018	
f)	Place of the transaction	London Stock Exchange	

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For more information please contact:

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Notes to Editors

Personal Group Holdings Plc (AIM: PGH) is a technology enabled employee services business, working with employers to drive productivity through better employee engagement and a more motivated workforce. With over 30 years' experience, the Company provides employee benefits, serving 550 businesses, reaching over 2 million employees across the UK.

Personal Group's offer comprises 8,000 in-house and third party products and services, from c.60 supply lines. In-house services include employee insurance products (hospital, convalescence plans and death benefit) and the provision of home technology via salary sacrifice (iPads, computers, laptops, smart phones and smart TVs). Third party services include retail discounts, e-payslips, employee assistance, wellbeing programmes and salary sacrifice cars and bikes.

The offer is provided via the Company's proprietary technology platform, Hapi. The platform is intuitive and accessible via web, tablet and mobile app, driving better engagement, communication and value recognition. Hapi is flexible and can quickly integrate additional services, such as existing employee services and partner platforms. Hapi is a SaaS product.

Through technology and select acquisitions, the Company has grown its addressable market from 6m to 27m UK employees; including 15.6m SME employees targeted via its partnership with Sage, the UK's largest software company.

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 offer compelling to blue chip clients across the UK as a way of attracting, retaining and motivating employees.

Personal Group has a strong client base across a range of sectors including passenger transport, healthcare, logistics and food manufacturing. Clients include: Stagecoach, Four Seasons Health Care, Priory Group, Spire Healthcare, Bibby, 2 Sisters Food Group and Young's Seafood.

For further information, please see www.personalgroup.com