

3 May 2018

Personal Group Holdings Plc

("the Company" or "the Group")

Director / PDMR Shareholding and Issue of Equity

The Company announces that on 2 May 2018 David Walker, the Company's Chief Commercial Officer, was awarded and subsequently exercised an option over 3,594 ordinary shares of 5 pence each in the capital of the Company ("Ordinary Shares") for nil consideration. The award was made pursuant to the Company's LTIP put in place on 18 December 2012. Following this option exercise, Mr Walker immediately sold 3,594 Ordinary Shares at a price of £4.82 per Ordinary Share. Following these transactions, Mr Walker has an interest of 1,333 Ordinary Shares representing 0.004% of the issued ordinary share capital of the Company on Admission.

Accordingly, the Company has allotted 3,594 new Ordinary Shares and applied for admission of the new Ordinary Shares to trading on AIM ("Admission"). It is expected that Admission will become effective and dealings in the new Ordinary Shares will commence on 9 May 2018.

Following Admission, the Company's issued share capital will consist of 30,888,519 Ordinary Shares with voting rights. This number may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the share capital of the Company under the Financial Conduct Authority's Disclosure Guidance and Transparency Rules.

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	David Walker
2	Reason for the notification	
a)	Position/status	Chief Commercial 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 and sale of 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>3,594 ordinary shares</td> </tr> <tr> <td>(£4.82)</td> <td>(3,594) ordinary shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£nil	3,594 ordinary shares	(£4.82)	(3,594) ordinary shares
Price(s)	Volume(s)							
£nil	3,594 ordinary shares							
(£4.82)	(3,594) ordinary shares							
d)	Aggregated information - Aggregated volume - Price	N/A – single transaction						
e)	Date of the transaction	2 May 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 and services to 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 programmes, wellbeing programmes and salary sacrifice cars and bikes.

The offer is provided via the Company's proprietary technology platform, Hapi. The platform is intuitive, designed primarily for app deployment and also accessible via web and tablet, 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 over 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