

2 December 2016

**This announcement contains inside information**

**Prime People plc**

("Prime People" or the "Company")

**Notification of transaction by persons discharging managerial responsibilities**

The Company was notified on 01 December 2016 that John Lewis (Non-Executive Director) had, that day, sold 27,450 ordinary shares of £0.10 each in the capital of the Company at 91 pence per share from Blakeney Holdings Ltd, a company in which he holds a controlling interest, to Blakeney Holdings Ltd Pension Scheme - his pension fund. Following the transaction Mr Lewis' notifiable holding remains unchanged at 1,062,000 shares in the Company, representing approximately 8.65% of the total ordinary share in issue.

The notification below, made in accordance with the requirements of the Market Abuse Regulation, provides further detail.

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	John Lewis
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Non- Executive Director
b)	Initial notification /Amendment	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Prime People Plc
b)	LEI	
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.10 each

	Identification code	GB00B4ZG0R74					
b)	Nature of the transaction	Sale and acquisition of ordinary shares of £0.10 each					
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£0.91</td> <td>27,450</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£0.91	27,450
Price(s)	Volume(s)						
£0.91	27,450						
d)	Aggregated information						
	- Aggregated volume	27,450					
	- Price	£24,979.50					
e)	Date of the transaction	2016-12-01					
f)	Place of the transaction	outside a trading venue					

**For further information, please contact:**

**Prime People**

Donka Zaneva-Todorinski, Finance Director

**020 7318 1785**

**Cenkos Securities plc**

Elizabeth Bowman, Ivonne Cantu

**020 7397 8900**