29 April 2019

**Prime People plc**

("Prime People" or the "Company")

**Director/PDMR Shareholding**

Prime People (AIM: PRP) announces that, on 26 April 2019, Robert Macdonald, Chairman of the Company, transferred 214,000 ordinary shares of 10 pence each in the capital of the Company (“**Ordinary Shares**”) to a nominee account and, on 29 April 2019, sold and repurchased 214,000 Ordinary Shares at a price of approximately 78 pence per share, in order to effect a transfer between legal holdings.

Mr. Macdonald’s beneficial interest in 2,794,000 Ordinary Shares, representing approximately 22.7 per cent of the Company's issued share capital, is unchanged as a result of these transactions.

**For further information, please contact:**

|  |  |
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|  |  |
| **Prime People** | **020 7318 1785** |
| Donka Zaneva-Todorinski, Finance Director |  |
|  |  |
|  |  |
| **Cenkos Securities plc** | **020 7397 8900** |
| Katy Birkin / Harry Hargreaves |  |

**NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM**

|  |  |  |  |
| --- | --- | --- | --- |
| **1** | **Details of the person discharging managerial responsibilities / person closely associated** | | |
| a) | Name | Robert Macdonald | |
| **2** | **Reason for the notification** | | |
| a) | Position/status | Chairman | |
| b) | Initial notification/Amendment | Initial Notification | |
| **3** | **Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor** | | |
| a) | Name | Prime People Plc | |
| b) | LEI | 213800IY9PFL1DOWHY26 | |
| **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 | Ordinary Shares of 10p each | |
|  | Identification code | GB00B4ZG0R74 | |
| b) | Nature of the transaction | Transfer of Ordinary Shares to a nominee account | |
| c) | Price(s) and volumes(s) | Price(s) | Volume(s) |
| - | 214,000 |
| d) | Aggregated information | N/A single transaction | |
|  | Aggregated volume | N/A single transaction | |
|  | Price | N/A single transaction | |
| e) | Date of the transaction | 26 April 2019 | |
| f) | Place of the transaction | Outside trading venue | |

|  |  |  |  |
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| **1** | **Details of the person discharging managerial responsibilities / person closely associated** | | |
| a) | Name | Robert Macdonald | |
| **2** | **Reason for the notification** | | |
| a) | Position/status | Chairman | |
| b) | Initial notification/Amendment | Initial Notification | |
| **3** | **Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor** | | |
| a) | Name | Prime People Plc | |
| b) | LEI | 213800IY9PFL1DOWHY26 | |
| **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 | Ordinary Shares of 10p each | |
|  | Identification code | GB00B4ZG0R74 | |
| b) | Nature of the transaction | Sale and repurchase of Ordinary Shares | |
| c) | Price(s) and volumes(s) | Price(s) | Volume(s) |
| 78p | 214,000 |
|  |  | 78.02p | 214,000 |
| d) | Aggregated information |  | |
|  | Aggregated volume | 214,000 | |
|  | Price | £42.80 | |
| e) | Date of the transaction | 29 April 2019 | |
| f) | Place of the transaction | AIMX | |