2 September 2019

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Prime People plc
("Prime People" or the "Company")

Director/PDMR Shareholding

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Prime People (AIM: PRP) announces that, on 30 August 2019, The Crescent Trust, of which Sir John Lewis, non-executive director of the Company is a beneficiary, purchased 20,000 ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares"), at a price of 89.34 pence per Ordinary Share.

Following this transaction, Sir John Lewis beneficially holds 1,094,750 Ordinary Shares, representing approximately 9.03 per cent of the Company's issued share capital.

For further information, please contact:

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	The Crescent Trust
2	**Reason for the notification**	
a)	Position/status	Person closely associated with John Lewis, Non-Executive Director
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

		Price(s)	Volume(s)
c)	Price(s) and volumes(s)		
		£0.8934	20,000

d)	Aggregated information	N/A single transaction
	Aggregated volume	N/A single transaction
	Price	N/A single transaction
e)	Date of the transaction	30 August 2019
f)	Place of the transaction	London Stock Exchange (XLON)