

2 January 2019

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

Director/PDMR Shareholding

The Company has been notified that, on 2 January 2019, Robert Macdonald, Executive Chairman of the Company, acquired 14,000 ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares") for a price of 74.00 pence per share.

Following the above purchase, Mr Macdonald holds a beneficial interest in 2,794,000 Ordinary Shares, representing approximately 22.7 per cent of the Company's issued share capital.

For further information, please contact:

Prime People
Donka Zaneva-Todorinski, Finance Director

020 7318 1785

Cenkos Securities plc
Nicholas Wells

020 7397 8900

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Robert Macdonald
2	Reason for the notification	
a)	Position/status	Executive 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 10 pence each
	Identification code	GB00B4ZG0R74

b)	Nature of the transaction	Purchase of ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		74 pence	14,000
d)	Aggregated information		
	- Aggregated volume	14,000	
	- Price	£10,360.00	
e)	Date of the transaction	2 January 2019	
f)	Place of the transaction	Outside trading venue	