

19 December 2019

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

Director/PDMR Shareholdings

Prime People (AIM: PRP) announces that on 18 December 2019, Claire Macdonald, the wife of Robert Macdonald, Chairman of the Company, transferred 1,100,000 ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares") to Robert Macdonald for nil consideration and Caroline Moore, the wife of Peter Moore, Managing Director of the Company, transferred 900,000 Ordinary Shares to Peter Moore for nil consideration, in each case in order to effect a transfer between legal holdings.

Following these transactions, Mr. Macdonald's beneficial interest in 2,794,000 Ordinary Shares, representing approximately 22.86 per cent of the Company's issued share capital and Mr. Moore's beneficial interest in 2,907,721 Ordinary Shares, representing approximately 23.79 per cent of the Company's issued share capital, remain unchanged.

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	Claire Macdonald
2	Reason for the notification	
a)	Position/status	PCA of Robert Macdonald, 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	
c)	Price(s) and volumes(s)	Price(s)	Volume(s)
		-	1,100,000
d)	Aggregated information	N/A single transaction	
	Aggregated volume	N/A single transaction	
	Price	N/A single transaction	
e)	Date of the transaction	18 December 2019	
f)	Place of the transaction	Outside of a trading venue	

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	Acquisition of Ordinary Shares for nil consideration	
c)	Price(s) and volumes(s)	Price(s)	Volume(s)
		Nil	1,100,000
d)	Aggregated information	N/A single transaction	
	Aggregated volume	N/A single transaction	
	Price	N/A single transaction	
e)	Date of the transaction	18 December 2019	
f)	Place of the transaction	Outside of a trading venue	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Caroline Moore	
2	Reason for the notification		
a)	Position/status	PCA of Peter Moore, Managing 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	
c)	Price(s) and volumes(s)	Price(s)	Volume(s)

		-	900,000
d)	Aggregated information	N/A single transaction	
	Aggregated volume	N/A single transaction	
	Price	N/A single transaction	
e)	Date of the transaction	18 December 2019	
f)	Place of the transaction	Outside of a trading venue	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Peter Moore	
2	Reason for the notification		
a)	Position/status	Managing 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	Acquisition of Ordinary Shares for nil consideration	
c)	Price(s) and volumes(s)	Price(s)	Volume(s)
		Nil	900,000
d)	Aggregated information	N/A single transaction	
	Aggregated volume	N/A single transaction	
	Price	N/A single transaction	
e)	Date of the transaction	18 December 2019	
f)	Place of the transaction	Outside of a trading venue	

