

23 December 2019

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

**Exercise of Options, Transaction in Own Shares and PDMR Shareholding**

Prime People plc (AIM: PRP) announces that it today transferred a total of 17,000 ordinary shares of 10 pence each in the capital the Company ("Ordinary Shares") from its treasury account to satisfy exercises of employee share options, with 7,000 share options exercised at a price of 10 pence per Ordinary Share and 10,000 share options exercised at a price of 58 pence per Ordinary Share, within the terms of the Company's Enterprise Management Incentive Share Option Scheme.

Simon Crabb, a person discharging managerial responsibilities of the Company, has acquired 7,000 Ordinary Shares. Following this transaction, Mr. Crabb holds 122,810 Ordinary Shares, representing approximately 1.00 per cent of the Company's issued share capital.

Following the above transactions, the Company's issued share capital comprises 12,290,199 Ordinary Shares, of which a total of 67,176 Ordinary Shares are held in treasury. Therefore, the total number of Ordinary Shares with voting rights in Prime People is 12,223,023, which may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in the Company under the FCA's Disclosure Guidance and Transparency Rules.

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

**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**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Simon John Crabb
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	PDMR of Macdonald and Company Property Limited
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	213800IY9PFL1DOWHY26	
<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 10p each	
	Identification code	GB00B4ZG0R74	
b)	Nature of the transaction	Acquisition of Ordinary Shares following exercise of options under the Company's Enterprise Management Incentive Share Option Scheme	
c)	Price(s) and volumes(s)	Price(s)	Volume(s)
		£0.10	7,000
d)	Aggregated information	N/A single transaction	
	Aggregated volume	N/A single transaction	
	Price	N/A single transaction	
e)	Date of the transaction	23 December 2019	
f)	Place of the transaction	Outside trading venue	