

8 January 2020

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 32,250 ordinary shares of 10 pence each in the capital the Company ("Ordinary Shares") from its treasury account to satisfy exercises of employee share options exercised at a price of 10 pence per Ordinary Share, within the terms of the Company's Enterprise Management Incentive Share Option Scheme.

Further to the exercise of share options above, Donka Zaneva-Todorinski, Finance Director, has acquired 16,250 Ordinary Shares. Following this transaction, Mrs Zaneva-Todorinski holds 17,375 Ordinary Shares, representing approximately 0.14 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 17,926 Ordinary Shares are held in treasury. Therefore, the total number of Ordinary Shares with voting rights in Prime People is 12,272,273, 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**
Robert Macdonald, Executive Chairman

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	Donka Zaneva-Todorinski
2	Reason for the notification	
a)	Position/status	Finance 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 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	16,250
d)	Aggregated information	N/A single transaction	
	Aggregated volume	N/A single transaction	
	Price	N/A single transaction	
e)	Date of the transaction	8 January 2020	
f)	Place of the transaction	Outside trading venue	