

10 January 2020

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

Exercise of Options, Transaction in Own Shares, Issue of Equity and PDMR Shareholding

Prime People plc (AIM: PRP) announces that 35,000 share options over ordinary shares of 10 pence each in the Company ("Ordinary Shares") have today been exercised by William Buck, a person discharging managerial responsibilities of the Company. 25,000 share options were exercised at a price of 10 pence per Ordinary Share and 10,000 share options were exercised at a price of 50 pence per Ordinary Share.

In order to satisfy the exercise, the Company has today transferred 17,926 Ordinary Shares from its treasury account, within the terms of the Company's Enterprise Management Incentive Share Option Scheme. Following this transfer, the Company holds no Ordinary Shares in treasury.

In order to satisfy the balance of the exercise, the Company has allotted and issued 17,074 new Ordinary Shares (the "New Shares"). Application has been made for the New Shares to be admitted to trading on AIM which is expected to occur on 16 January 2020. The New Shares will rank pari passu in all respects with the Company's existing Ordinary Shares.

Following the transactions, Mr. Buck holds 147,500 Ordinary Shares, representing approximately 1.20 per cent of the Company's issued share capital.

Following the above transactions, the Company's issued share capital comprises 12,307,273 Ordinary Shares, with no Ordinary Shares held in treasury. Therefore, the total number of Ordinary Shares with voting rights in Prime People is 12,307,273, 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	William Buck
2	Reason for the notification	
a)	Position/status	Director of Macdonald and Company Pte. Limited

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	25,000
		£0.50	10,000
d)	Aggregated information	N/A single transaction	
	Aggregated volume	N/A single transaction	
	Price	N/A single transaction	
e)	Date of the transaction	10 January 2020	
f)	Place of the transaction	Outside of a trading venue	