

2 January 2020

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

PDMR Shareholding and Treasury Shares

Prime People plc (AIM: PRP) announces that it was today notified that Simon Crabb, a person discharging managerial responsibilities of the Company, today transferred a total of 17,000 ordinary shares of 10 pence each in the capital the Company ("Ordinary Shares") held in certificated form for nil consideration to a nominee account held with Barclays.

Following this transaction, Mr. Crabb's holding of 122,810 Ordinary Shares, representing approximately 1.00 per cent of the Company's issued share capital, remains unchanged.

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

The Company also notes that the announcement dated 23 December 2019 stated the number of Ordinary Shares held in treasury as being 67,176. This should have read 50,176.

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 | Simon John Crabb |
| 2 | Reason for the notification | |
| a) | Position/status | PDMR of Macdonald and Company Property 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 | Dematerialisation of certificated holding involving the transfer of Ordinary Shares to the PDMR's account with a nominee, Barclays | |
| c) | Price(s) and volumes(s) | Price(s) | Volume(s) |
| | | Nil | 17,000 |
| d) | Aggregated information | N/A single transaction | |
| | Aggregated volume | N/A single transaction | |
| | Price | N/A single transaction | |
| e) | Date of the transaction | 2 January 2020 | |
| f) | Place of the transaction | Outside trading venue | |