

4 February 2020

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

Director/PDMR Shareholding

Prime People (AIM: PRP) announces that, on 3 February 2020, the Blakeney Holdings Directors Pension Scheme, a pension scheme in which Sir John Lewis (Non-Executive Director of the Company) holds a beneficial interest, acquired 68,550 ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares") at a price of 95.05 pence per Ordinary Share from The Crescent Trust, of which Sir John Lewis is deemed to indirectly discharge managerial responsibilities, to effect a transfer between holdings.

There is no change to ~~Sir John Lewis's~~ the beneficial interest in Ordinary Shares of Sir John Lewis and persons closely associated as a result of this transaction. Sir John Lewis and persons closely associated beneficially holds a total of 1,094,750 Ordinary Shares, representing approximately 8.9 per cent of the Company's issued share capital.

For further information, please contact:

Prime People
Donka Zaneva-Todorinski, Finance Director

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Cenkos Securities plc
Katy Birkin / Harry Hargreaves

020 7397 8900

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	The Blakeney Holdings Directors Pension Scheme
2	Reason for the notification	
a)	Position/status	Person closely associated with John Lewis, Non-Executive 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	Purchase of Ordinary Shares to effect a transfer between holdings	
c)	Price(s) and volumes(s)	Price(s)	Volume(s)
		£0.9505	68,550
d)	Aggregated information	N/A single transaction	
	Aggregated volume	N/A single transaction	
	Price	N/A single transaction	
e)	Date of the transaction	3 February 2020	
f)	Place of the transaction	AIMX	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	The Crescent Trust	
2	Reason for the notification		
a)	Position/status	Person closely associated with John Lewis, Non-Executive 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	Sale of Ordinary Shares to effect a transfer between holdings	
c)	Price(s) and volumes(s)	Price(s)	Volume(s)
		£0.9500	68,550
d)	Aggregated information	N/A single transaction	
	Aggregated volume	N/A single transaction	
	Price	N/A single transaction	
e)	Date of the transaction	3 February 2020	
f)	Place of the transaction	AIMX	