

29 December 2020

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

Grant of Options

Prime People plc (AIM: PRP), the global specialist recruitment business for professional and technical staff working in the Real Estate & Built Environment and Technology, Digital & Data Analytics sectors, announces that on 28 December 2020, the Company granted share options over a total of 725,000 ordinary shares of 10p each in the Company ("Ordinary Shares"), under the Company's Enterprise Management Incentive Share Option Scheme (Number 2), to the following persons discharging managerial responsibilities ("PDMRs") (the "New Share Options"):

New Share Options granted

PDMR

Simon Crabb	325,000
William Buck	250,000
Nicholas Carman	150,000

In summary, the principal terms of the New Share Options are:

- exercisable at a price of 10 pence per share prior to 28 December 2030;
- subject to a three-year vesting period, vesting on 30 September 2023 (the "Vesting Date") subject to satisfaction of specific performance conditions including a minimum Group EBITDA hurdle; and
- the new ordinary shares issued as a result of exercise of any of the New Share Options are subject to an additional two year holding period.

Following the grant of the New Share Options, the Company has a total of 1,113,000 new ordinary shares currently under option, representing approximately 9.18 per cent of the Company's issued share capital.

The notifications below, made in accordance with the requirements of the Market Abuse Regulation, provide further details.

For further information, please contact:

Prime People **020 7318 1785**
Robert Macdonald, Executive Chairman

Cenkos Securities plc **020 7397 8900**
Katy Birkin/Nick Wells

**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 Crabb	
2	Reason for the notification		
a)	Position/status	PDMR	
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	Grant of options to acquire ordinary shares under the Company's Enterprise Management Incentive Share Option Scheme (Number 2)	
c)	Price(s) and volumes(s)	Price(s)	Volume(s)
		£0.00	325,000
d)	Aggregated information	N/A single transaction	
	Aggregated volume	N/A single transaction	
	Price	N/A single transaction	
e)	Date of the transaction	28 December 2020	

f)	Place of the transaction	Outside of a trading venue
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1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	William Buck
2	Reason for the notification	
a)	Position/status	PDMR
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	Grant of options to acquire ordinary shares under the Company's Enterprise Management Incentive Share Option Scheme (Number 2)
c)	Price(s) and volumes(s)	Price(s)
		Volume(s)
		£0.00
		250,000
d)	Aggregated information	N/A single transaction
	Aggregated volume	N/A single transaction
	Price	N/A single transaction
e)	Date of the transaction	28 December 2020
f)	Place of the transaction	Outside of a trading venue

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Nicholas Carman	
2	Reason for the notification		
a)	Position/status	PDMR	
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	Grant of options to acquire ordinary shares under the Company's Enterprise Management Incentive Share Option Scheme (Number 2)	
c)	Price(s) and volumes(s)	Price(s)	Volume(s)
		£0.00	150,000
d)	Aggregated information	N/A single transaction	
	Aggregated volume	N/A single transaction	
	Price	N/A single transaction	
e)	Date of the transaction	28 December 2020	
f)	Place of the transaction	Outside of a trading venue	