

15 February 2019

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

Transaction in Own Shares and PDMR Shareholding

Prime People (AIM: PRP) announces that yesterday it sold 75,000 ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares") at a price of 74.00 pence per share. The Ordinary Shares were sold from treasury in order to satisfy obligations arising from partly paid share incentive arrangements with Simon Crabb.

Simon Crabb, a person discharging managerial responsibilities of the Company, yesterday acquired 75,000 Ordinary Shares at a price of 74.00 pence per share. Following the transaction, Mr. Crabb holds 105,810 Ordinary Shares, representing approximately 0.89 per cent of the Company's issued share capital.

Following the above transaction, the Company's issued share capital comprises 12,290,199 Ordinary Shares, of which a total of 345,676 Ordinary Shares are held in treasury. Therefore, the total number of Ordinary Shares with voting rights in Prime People is 11,944,523, 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.

For further information, please contact:

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NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

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|----------|--|--|
| 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 | Acquisition of Ordinary Shares | |
| c) | Price(s) and volumes(s) | Price(s) | Volume(s) |
| | | £0.74 | 75,000 |
| d) | Aggregated information | N/A single transaction | |
| | Aggregated volume | N/A single transaction | |
| | Price | N/A single transaction | |
| e) | Date of the transaction | 14 February 2019 | |
| f) | Place of the transaction | Outside trading venue | |