

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 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 hold 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

**020 7318 1785**

**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**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	The Blakeney Holdings Directors Pension Scheme
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Person closely associated with John Lewis, Non-Executive Director
b)	Initial notification/Amendment	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Prime People Plc
b)	LEI	213800IY9PFL1DOWHY26
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of	Ordinary Shares of 10p each

	instrument		
	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	

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	The Crescent Trust	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Person closely associated with John Lewis, Non-Executive Director	
b)	Initial notification/Amendment	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Prime People Plc	
b)	LEI	213800IY9PFL1DOWHY26	
<b>4</b>	<b>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</b>		
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	