

24 April 2023

**The Property Franchise Group PLC**

(the "Company")

**PDMR / PCA Shareholding**

The Property Franchise Group Plc (LON:TPFG), has been notified that on 24 April 2023, David Raggett, Chief Financial Officer, purchased 5,000 ordinary shares of 1p each in the Company ("Ordinary Shares") at an average price of 278.5p per share increasing his shareholding to 395,101 ordinary shares of 1p each.

Further information is provided below in accordance with Article 19(3) of the UK Market Abuse Regulation No 596/2014:

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	David Raggett
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Financial Officer
b)	Initial notification /Amendment	Initial
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	The Property Franchise Group plc
b)	LEI	2138008J5PTJ8C77I535
<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  Identification code	Ordinary shares of 1 penny each  ISIN: GB 00BH0WFH67
b)	Nature of the transaction	Purchase of ordinary shares

c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>277.9p</td><td>3,000</td></tr><tr><td>279.5p</td><td>2,000</td></tr></table>	Price(s)	Volume(s)	277.9p	3,000	279.5p	2,000
Price(s)	Volume(s)							
277.9p	3,000							
279.5p	2,000							
d)	Aggregated information							
	- Aggregated volume	5,000						
	- Price	278.5p						
e)	Date of the transaction	24 April 2023						
f)	Place of the transaction	Outside a trading venue						

**Enquires:**

**The Property Franchise Group PLC**

01202 405549

Gareth Samples, Chief Executive Officer

David Raggett, Chief Financial Officer

**Canaccord Genuity Limited** (Nominated Adviser and Broker)

0207 523 8000

Max Hartley

Tom Diehl

**Alma PR**

0203 405 0205

Justine James

propertyfranchise@almapr.co.uk

Joe Pederzolli

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