

10 July 2023

Personal Group Holdings plc

("the Company")

PDMR Share Dealing

Personal Group Holdings Plc operates an Inland Revenue approved Employee Share Ownership Plan (the "Plan") which allows employees and directors of the Company the opportunity to acquire ordinary shares of 5p each in the Company ("Shares") currently held by Personal Group Trustees Limited.

The latest allocation period ended on 30 June 2023 and on 3 July 2023 certain PDMRs acquired Shares as follows:

<i>PDMR</i>	<i>Price paid per Share</i>	<i>No. of Shares purchased</i>	<i>Total number of Shares held following transaction</i>	<i>% of Company's issued share capital held following transaction</i>
Sarah Mace, Chief Financial Officer	196.00p	57	12,193	0.039
Karen Thomley, Chief Commercial Officer	196.00p	6	2,667	0.009

Under the Rules of the Plan, the share price at which the Shares are purchased is the lower of the mid-market value at the start or end of the relevant accumulation period.

1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	1. Sarah Mace 2. Karen Thomley		
2	Reason for the notification			
a)	Position/status	1. Sarah Mace - Director / PDMR 2. Karen Thomley - PDMR		
b)	Initial notification / Amendment	Initial		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Personal Group Holdings Plc		
b)	LEI	213800TN8BH2YYWAH345		
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 Identification code	Ordinary shares of 5p each ISIN: GB0002760279		
b)	Nature of the transaction	Purchase of shares pursuant to Personal Group Share Investment Plan		
c)	Price(s) and volume(s)	Director/PDMR	Price(s)	Volume(s)
		1. S Mace 2. K Thomley	196.00p 196.00p	57 6
d)	Aggregated information - Aggregated volume - Price	63 shares £1.96 per share		

e)	Date of the transaction	3 July 2023
f)	Place of the transaction	Outside a trading venue

-ENDS-

Personal Group Holdings Plc

Deborah Frost (CEO) / Sarah Mace (CFO)

Via Alma PR

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Notes to Editors

Personal Group Holdings Plc (AIM: PGH) is a workforce benefits and services provider. The Group enables employers across the UK to improve employee engagement and support their people's physical, mental, social and financial wellbeing. Its vision is to create a brighter future for the UK workforce.

Personal Group provides health insurance services and a broad range of employee benefits, engagement, and wellbeing products. Its offerings can also be delivered through its proprietary app, Hapi, and the recently developed extension to the platform, Hapiflex.

The Group's growth strategy is centred around widening the footprint of the business into the SME, talent-led & Public Sectors, thereby expanding the addressable customer base. In addition, it aims to grow in its existing industrial heartlands, to re-invigorate growth in insurance policyholders and to drive the use of its SaaS offerings.

Group Clients include: Airbus, Barchester Healthcare, British Transport Police, Merseyrail, Randstad, Royal Mail Group, The Royal Mint, the Sandwell & Birmingham NHS Trust, Stagecoach Group plc, and The University of York.

For further information on the Group please see www.personalgroup.com

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