

11 April 2024

Personal Group Holdings Plc

("the Company" or "the Group")

Director / PDMR Shareholding

The Company announces that on 10 April 2024 Sarah Mace, Chief Financial Officer, exercised options over 7,492 ordinary shares of 5 pence each in the capital of the Company ("Ordinary Shares") at an exercise price of 5p per share. These options vested under the Company's 2021 Long Term Incentive Plan. Following the exercise, Mrs Mace sold 3,410 Ordinary Shares at a price of £1.575 per share to cover tax liabilities. Following these transactions, Mrs Mace holds a total of 16,357 Ordinary Shares, representing 0.052% of the Company's issued ordinary share capital.

In addition, Karen Thomley, Chief Product & Partnerships Officer, exercised options over 5,994 ("Ordinary Shares") at an exercise price of 5p per share, also vested under the Company's 2021 Long Term Incentive Plan. Following this exercise, Ms Thomley holds a total of 8,671 Ordinary Shares representing 0.028% of the Company's issued ordinary share capital.

Both exercises of options have been satisfied by the issuance of existing ordinary shares held by the Group's employee benefit trust ("EBT") to Mrs Mace and Ms Thomley respectively. The EBT also purchased back the shares from Mrs Mace at the prevalent market rate.

Further detail is provided below in accordance with Article 19.3 of the EU Market Abuse Regulation.

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Sarah Mace				
2	Reason for the notification					
a)	Position/status	Chief Financial Officer				
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	Exercise of options over ordinary shares				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£0.05</td><td>7,492</td></tr></table>	Price(s)	Volume(s)	£0.05	7,492
Price(s)	Volume(s)					
£0.05	7,492					
d)	Aggregated information					

	- Aggregated volume - Price	N/A - single transaction
e)	Date of the transaction	10 April 2024
f)	Place of the transaction	London Stock Exchange, AIM

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Sarah Mace				
2	Reason for the notification					
a)	Position/status	Chief Financial Officer				
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	Sale of ordinary shares				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£1.575</td> <td>3,410</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£1.575	3,410
Price(s)	Volume(s)					
£1.575	3,410					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	10 April 2024				
f)	Place of the transaction	London Stock Exchange, AIM				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Karen Thomley
2	Reason for the notification	
a)	Position/status	Chief Product & Partnerships Officer

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	Exercise of options over ordinary shares				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£0.05</td><td>5,994 ordinary shares</td></tr></table>	Price(s)	Volume(s)	£0.05	5,994 ordinary shares
Price(s)	Volume(s)					
£0.05	5,994 ordinary shares					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	10 April 2024				
f)	Place of the transaction	London Stock Exchange, AIM				

-ENDS-

For more information please contact:

Personal Group Holdings Plc

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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.

Group Clients include Airbus, Barchester Healthcare, British Airways, 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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