

The information contained within this announcement is deemed by the Company to constitute inside information stipulated under the Market Abuse Regulation (EU) No. 596/2014. Upon the publication of this announcement via the Regulatory Information Service, this inside information is now considered to be in the public domain.

The SimplyBiz Group plc (the "Company" or "SimplyBiz")

Director / PDMR Dealing

The SimplyBiz Group plc, the leading independent provider of compliance and business services to financial advisers and financial institutions in the UK, is pleased to announce that it has been notified that Matt Timmins, Joint CEO of SimplyBiz, has purchased 100,000 ordinary shares of £0.01 each ("Ordinary Shares") through his Self-Invested Personal Pension Plan ("SIPP") on 11th September 2018 at a price of 188.5p per Ordinary Share.

Following this transaction, Matt has an interest in 1,661,975 Ordinary Shares, representing approximately 2.2 per cent. of the Company's issued Ordinary Share capital.

The notification below, made in accordance with the requirements of the EU Market Abuse Regulation, provides further detail.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Matthew Lloyd Timmins
2	Reason for the notification	
a)	Position/status	Joint Chief Executive Officer (PDMR)
b)	Initial notification/Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	The SimplyBiz Group plc
b)	LEI	213800DXP1VY21GCTH04
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 1p each

	Identification Code	ISIN: GB00BG1THS43
b)	Nature of the transaction	Purchase by SIPP
c)	Price(s) and volume(s)	Price(s) 188.5p Volume(s) 100,000
d)	Aggregated information	N/a - single transaction
e)	Date of transaction	11 September 2018
f)	Place of transaction	London Stock Exchange, AIM

For further information please contact:

The SimplyBiz Group plc

via Instinctif Partners

Matt Timmins (Joint Chief Executive Officer)
Neil Stevens (Joint Chief Executive Officer)

Zeus Capital (Nominated Adviser and Sole Broker)

+44 (0) 20 3829 5000

Martin Green
Andrew Jones
Pippa Underwood

Instinctif Partners

+44 (0) 20 7866 7938 /
SimplyBiz@instinctif.com

Giles Stewart
Rachel Cashmore
Ambrose Fullalove

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@lseg.com or visit www.rns.com.

END

DSHZFLFFVKFZBBX