

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, a leading fintech and support services group, is pleased to announce that it has been notified that Neil Stevens, Joint CEO of SimplyBiz, has purchased 25,000 ordinary shares of £0.01 each ("Ordinary Shares") on 10th September 2019 at a price of 205p per Ordinary Share.

Following this transaction, Neil has an interest in 1,636,975 Ordinary Shares, representing approximately 1.69 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 | Neil Martin Stevens |
| 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 ISIN: GB00BG1THS43 |

| | | |
|----|---------------------------|--|
| | Identification Code | |
| b) | Nature of the transaction | Purchase of Ordinary Shares |
| c) | Price(s) and volume(s) | Price(s) 205.3166p Volume(s) 25,000 |
| d) | Aggregated information | N/a - single transaction |
| e) | Date of transaction | 10 September 2019 |
| f) | Place of transaction | London Stock Exchange, AIM |

For further information please contact:

The SimplyBiz Group plc

via Instinctif Partners

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