RNS Number : 6175F
SimplyBiz Group PLC (The)
10 March 2020

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 Matt Timmins, Neil Stevens, Gary Hughes and Tim Clarke (the "Directors") have today purchased, in aggregate, 101,943 ordinary shares in the Company as listed below. Following this transaction, the Directors have a resulting interest in the ordinary shares of the Company as listed below.

Name	Shares in SimplyBiz before purchase	% total shares in issue	Shares in SimplyBiz after purchase	% total shares in issue
Matt Timmins (Joint CEO)	1,686,975	1.74%	1,698,580	1.76%
Neil Stevens (Joint CEO)	1,636,975	1.69%	1,664,864	1.72%
Gary Hughes (Non Executive Director)	Nil	Nil	54,070	0.06%
Tim Clarke (Non Executive Director)	8,823	0.01%	17,202	0.02%

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	Matt 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 Identification Code	Ordinary shares of 1p each ISIN: GB00BG1THS43
b)	Nature of the transaction	Purchase of Ordinary Shares
c)	Price(s) and volume(s)	Price(s) 171.4p Volume(s) 11,605
d)	Aggregated information	N/a - single transaction
e)	Date of transaction	10 March 2020
f)	Place of transaction	London Stock Exchange, AIM

1	**Details of the person discharging managerial responsibilities/person closely associated**	
a)	Name	Neil 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 Identification Code	Ordinary shares of 1p each ISIN: GB00BG1THS43

b)	Nature of the transaction	(i) Purchase of Ordinary Shares (ii) Purchase by SIPP
c)	Price(s) and volume(s)	(i) Purchase of Ordinary Shares Volume(s) / Price 2,320 / 171.4p 14 / 190.0p (ii) Purchase by SIPP Price(s) 180.0p Volume(s) 25,555
d)	Aggregated information	Aggregated volume: 27,889 Aggregated price: 179.3p
e)	Date of transaction	10 March 2020
f)	Place of transaction	London Stock Exchange, AIM

1	**Details of the person discharging managerial responsibilities/person closely associated**	
a)	Name	Gary Hughes
2	**Reason for the notification**	
a)	Position/status	Non Executive Director (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 Identification Code	Ordinary shares of 1p each ISIN: GB00BG1THS43
b)	Nature of the transaction	Purchase of Ordinary Shares

c)	Price(s) and volume(s)	Price(s) 184.7p Volume(s) 54,070
d)	Aggregated information	N/a - single transaction
e)	Date of transaction	10 March 2020
f)	Place of transaction	London Stock Exchange, AIM

1	**Details of the person discharging managerial responsibilities/person closely associated**	
a)	Name	Tim Clarke
2	**Reason for the notification**	
a)	Position/status	Non Executive Director (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 Identification Code	Ordinary shares of 1p each ISIN: GB00BG1THS43
b)	Nature of the transaction	Purchase of Ordinary Shares
c)	Price(s) and volume(s)	Price(s) 179.0p Volume(s) 8,379
d)	Aggregated information	N/a - single transaction
e)	Date of transaction	10 March 2020
f)	Place of transaction	London Stock Exchange, AIM

For further information please contact:

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