

*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**

SimplyBiz (AIM: SBIZ), the 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 25,000 ordinary shares of £0.01 each ("Ordinary Shares") through his Self-Invested Personal Pension Plan ("SIPP") on 16<sup>th</sup> September 2019 at a price of 196.8p per Ordinary Share.

Following this transaction, Matt has an interest in 1,686,975 Ordinary Shares, representing approximately 1.74 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.**

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Matthew Lloyd Timmins
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Joint Chief Executive Officer (PDMR)
b)	Initial notification/Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	The SimplyBiz Group plc
b)	LEI	213800DXP1VY21GCTH04
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument,	Ordinary shares of 1p each

	type of instrument	
	Identification Code	ISIN: GB00BG1THS43
b)	Nature of the transaction	Purchase by SIPP
c)	Price(s) and volume(s)	Price(s) 196.8p Volume(s) 25,000
d)	Aggregated information	N/a - single transaction
e)	Date of transaction	16 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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