

29 October 2019

**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 launched a new issue of its Save As You Earn ("SAYE") share scheme for all its eligible permanent employees.

Eligible employees were invited to subscribe for options over the Company's Ordinary Shares of 1 pence each ("Ordinary Shares") at an exercise price of 158.00 pence ("Options"), representing approximately a 20% discount to the closing middle market price of the Ordinary Shares on 26 September 2019, the dealing day before the invitation to participate was made. The Options have a contract start date of 1 December 2019 and the scheme will run for a period of three years.

A total of 150 employees elected to participate and pursuant to these elections, Options over a total of 375,145 Ordinary Shares have been granted, equating to 0.39% of the current issued share capital.

Gareth Hague (Group Finance Director) of the Company, elected to participate in this issue of the SAYE scheme and is included in the total figures above. His individual Option pursuant to this issue of the SAYE scheme is over 3,417 Ordinary Shares.

Following this grant, Gareth has options over a total of 117,149 Ordinary Shares.

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

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|----------|--|-------------------------|
| 1 | Details of the person discharging managerial responsibilities/person closely associated | |
| a) | Name | Gareth Richard Hague |
| 2 | Reason for the notification | |
| a) | Position/status | Finance 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 | |
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|----|--|---|
| a) | Description of the financial instrument, type of instrument Identification Code | Ordinary Shares of £0.01 each in the capital of The SimplyBiz Group plc ("Ordinary Shares") n/a |
| b) | Nature of the transaction | Grant of an option to acquire Ordinary Shares at an option exercise price of £1.58 per Ordinary Share made pursuant to The SimplyBiz Group plc Company SAYE share scheme. |
| c) | Price(s) and volume(s) | Price(s) 158p Volume(s) 3,417 |
| d) | Aggregated information | N/a - single transaction |
| e) | Date of transaction | 23 October 2019 |
| f) | Place of transaction | Outside a trading venue |

For further information please contact:

The SimplyBiz Group plc

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