

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, Joint Chief Executive Officer of SimplyBiz, has today purchased a further 26,309 ordinary shares of £0.01 each ("Ordinary Shares") on 10 March 2020 at a price of 190.0p per Ordinary Share.

Following this transaction, Matt has an interest in 1,724,889 Ordinary Shares, representing approximately 1.78 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	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	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) 190.0p Volume(s) 26,309
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:

The SimplyBiz Group plc

via Instinctif Partners

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