

**The SimplyBiz Group plc**  
**(the "Company" or "SimplyBiz")**

**Director / PDMR Dealing**

The SimplyBiz Group plc, a leading fintech and support services group, announces that it has been notified that Zahid Bilgrami, CEO of Defaqto, has today made a disposal of 55,000 ordinary shares in the Company as listed below. Following the disposal Zahid Bilgrami is interested in 1,765,541 ordinary shares.

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	Zahid Bilgrami
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive Officer, Defaqto (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, type of instrument	Ordinary shares of 1p each
	Identification Code	ISIN: GB00BG1THS43
b)	Nature of the transaction	Sale of Ordinary Shares

c)	Price(s) and volume(s)	Price(s) 180.00p Volume(s) 55,000
d)	Aggregated information	N/a - single transaction
e)	Date of transaction	11 December 2020
f)	Place of transaction	London Stock Exchange, AIM

***For further information please contact:***

**SimplyBiz**

via Instinctif Partners

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