

20 July 2016

**This announcement contains inside information**

**Prime People plc**

("Prime People" or the "Company")

**Notification of transaction by persons discharging managerial responsibilities**

The Company was notified on 19 July 2016 that John Lewis (Non-Executive Director) had, that day, acquired 17,750 ordinary shares of £0.10 each in the capital of the Company at 86 pence per share via a company in which he holds a controlling interest. Following this purchase, Mr. Lewis holds 1,036,750 shares in the Company, representing approximately 8.4% of the total issued shares in the Company.

**For further information, please contact:**

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