

8 February 2018

**Prime People plc**  
("Prime People" or the "Company")

**Director/PDMR Shareholding**

The Company has been notified that, on 5 February 2018, the Blakeney Holdings Directors Pension Scheme, a pension scheme in which John Lewis, Non-Executive Director of the Company, holds a beneficial interest, acquired 17,250 ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares") for a price of 90.15 pence per share.

Following the above purchase, Mr Lewis holds a beneficial interest in 1,062,000 Ordinary Shares, representing approximately 8.64 per cent of the Company's issued share capital.

**For further information, please contact:**

**Prime People** **020 7318 1785**  
Donka Zaneva-Todorinski, Finance Director

**Cenkos Securities plc** **020 7397 8900**  
Elizabeth Bowman

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	the Blakeney Holdings Directors Pension Scheme
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Person closely associated with John Lewis, Non-Executive Director
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	Prime People Plc
b)	LEI	213800IY9PFL1DOWHY26
<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 10 pence each
	Identification code	GB00B4ZG0R74

b)	Nature of the transaction	Acquisition of ordinary shares					
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>90.15</td> <td>17,250</td> </tr> </tbody> </table>		Price(s)	Volume(s)	90.15	17,250
Price(s)	Volume(s)						
90.15	17,250						
d)	Aggregated information						
	- Aggregated volume	17,250					
	- Price	£15,550.88					
e)	Date of the transaction	5 February 2018					
f)	Place of the transaction	AIMX					