

Prime People plc

Change in Director's Shareholding

Prime People plc (the "Company") announces that on 1 August 2014 Mrs Judith Heayberd made an inter spousal transfer of 237,500 Ordinary Shares of 10p each in the capital of the Company ("Ordinary Shares") to Mr Chris Heayberd, an executive director of the Company for nil consideration.

It further announces that on 1 August 2014 it was notified that Mr Chris Heayberd, sold 300,000 ordinary shares to Mr Robert Macdonald at a price of 85 pence per share, reducing his total shareholding to 24,000 Ordinary Shares, representing approximately 0.2% of the issued Ordinary Share capital of the Company and increasing Mr Macdonald's interest following this purchase to 2,780,000 ordinary Shares which represents approximately 22.85% of the issued Ordinary Share capital of the Company.

Change in Substantial Shareholdings

Prime People plc (the "Company") also announces that on 1 August it was notified by Peter Hearn that he had sold 65,000 ordinary shares which reduced his total shareholding of 784,500 which represented approximately 6.6% of the issued Ordinary Share capital of the Company to 719,500 representing approximately 5.9% of the issued Ordinary Share capital of the Company.

For further information, please contact:

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