

Prime People plc

("Prime" or the "Company")

19 February 2015

### **Exercise of Options, Issue of Equity, Director Dealing and Share Buy-Back**

The Company announces that on 18 February 2015, it received notice from certain employees to exercise share options over 17,228 ordinary shares of 10p each, within the terms of the SAYE share option scheme. The Company was also notified that Peter Moore, a director of Prime served notice to exercise options over 10,221 ordinary shares at an exercise price of 56p per share on 18 February 2015. Following the exercise, Mr Moore holds 2,907,721 shares in the Company representing 23.85% of the shares in issue.

Furthermore, the Company announces that it has today purchased 4,050 ordinary shares from an employee at a price of 105p per share ("Buy-Back"). These shares are to be placed into the Company's Treasury Account.

Accordingly, an application has been made for 27,449 new ordinary shares to be admitted to trading on AIM ("Admission") and it is expected that Admission will occur at 8.00 am on 25 February 2015.

Following Admission, the Company will have 12,193,949 shares in issue, 18,276 of which will be held in Treasury. Therefore the total number of ordinary shares with voting rights in Prime People is 12,175,673 ordinary shares which represents 0.1% of the called up share capital. The above figure of 12,175,673 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in the Company under the FCA's Disclosure and Transparency Rules.

For further information, please contact:

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