

The information contained within this announcement is deemed by the Company to constitute inside information stipulated under the Market Abuse Regulation (EU) No. 596/2014. Upon the publication of this announcement via the Regulatory Information Service, this inside information is now considered to be in the public domain.

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

Director / PDMR Dealing

The SimplyBiz Group plc, the leading independent provider of compliance and business services to financial advisers and financial institutions in the UK, is pleased to announce that it has launched a Save As You Earn ("SAYE") share scheme for all its eligible permanent employees (as at 24 September 2018)

Eligible employees were invited to subscribe for options over the Company's Ordinary Shares of 1 pence each at an exercise price of 170.00 pence, representing approximately an 18% discount to the closing middle market price of the Ordinary Shares on 21 September 2018 ("Options"), the dealing day before the invitation to participate was made. The Options have a contract start date of 1 December 2018 and the scheme will run for a period of three years.

A total of 153 employees elected to participate, representing approximately 36% of the eligible population and pursuant to these elections a total of 549,264 shares under Option have been granted, equating to 0.72% of the current issued share capital.

Matt Timmins (Joint CEO), Gareth Hague (Finance Director), Sarah Turvey (Chief Operating Officer and Company Secretary) and Gary Kershaw (Compliance Director) of the Company, have elected to participate in the SAYE scheme and are included in the total figures above. Their individual Option pursuant to the SAYE scheme are as follows:

Matt Timmins	10,588 shares under Option
Gareth Hague	5,294 shares under Option
Sarah Turvey	10,588 shares under Option
Gary Kershaw	10,588 shares under Option

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Matthew Lloyd Timmins
2	Reason for the notification	
a)	Position/status	Joint Chief Executive Officer (PDMR)
b)	Initial notification/Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction	

	monitor	
a)	Name	The SimplyBiz Group plc
b)	LEI	213800DXP1VY21GCTH04
4	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	
a)	Description of the financial instrument, type of instrument	Ordinary Shares of £0.01 each in the capital of The SimplyBiz Group plc ("Ordinary Shares")
	Identification Code	n/a
b)	Nature of the transaction	Grant of an option to acquire Ordinary Shares at an option exercise price of £1.70 per Ordinary Share made pursuant to The SimplyBiz Group plc Company SAYE share scheme.
c)	Price(s) and volume(s)	Price(s) 170p Volume(s) 10,588
d)	Aggregated information	N/a - single transaction
e)	Date of transaction	18 October 2018
f)	Place of transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Gareth Richard Hague
2	Reason for the notification	
a)	Position/status	Finance Director (PDMR)
b)	Initial notification/Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	The SimplyBiz Group plc
b)	LEI	213800DXP1VY21GCTH04
4	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	
a)	Description of the financial instrument, type of instrument	Ordinary Shares of £0.01 each in the capital of The SimplyBiz Group plc ("Ordinary Shares")
	Identification Code	n/a
b)	Nature of the transaction	Grant of an option to acquire Ordinary Shares at an option exercise price of £1.70 per Ordinary Share made pursuant to The SimplyBiz Group plc Company SAYE share scheme.

c)	Price(s) and volume(s)	Price(s) 170p Volume(s) 5,294
d)	Aggregated information	N/a - single transaction
e)	Date of transaction	18 October 2018
f)	Place of transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Sarah Turvey
2	Reason for the notification	
a)	Position/status	Chief Operating Officer / Company Secretary (PDMR)
b)	Initial notification/Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	The SimplyBiz Group plc
b)	LEI	213800DXP1VY21GCTH04
4	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	
a)	Description of the financial instrument, type of instrument	Ordinary Shares of £0.01 each in the capital of The SimplyBiz Group plc ("Ordinary Shares")
	Identification Code	n/a
b)	Nature of the transaction	Grant of an option to acquire Ordinary Shares at an option exercise price of £1.70 per Ordinary Share made pursuant to The SimplyBiz Group plc Company SAYE share scheme.
c)	Price(s) and volume(s)	Price(s) 170p Volume(s) 10,588
d)	Aggregated information	N/a - single transaction
e)	Date of transaction	18 October 2018
f)	Place of transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Gary Kershaw
2	Reason for the notification	
a)	Position/status	Compliance Director (PDMR)
b)	Initial notification/Amendment	Initial notification

3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	The SimplyBiz Group plc
b)	LEI	213800DXP1VY21GCTH04
4	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	
a)	Description of the financial instrument, type of instrument	Ordinary Shares of £0.01 each in the capital of The SimplyBiz Group plc ("Ordinary Shares")
	Identification Code	n/a
b)	Nature of the transaction	Grant of an option to acquire Ordinary Shares at an option exercise price of £1.70 per Ordinary Share made pursuant to The SimplyBiz Group plc Company SAYE share scheme.
c)	Price(s) and volume(s)	Price(s) 170p Volume(s) 10,588
d)	Aggregated information	N/a - single transaction
e)	Date of transaction	18 October 2018
f)	Place of transaction	Outside a trading venue

For further information please contact:

The SimplyBiz Group plc

via Instinctif Partners

Matt Timmins (Joint Chief Executive Officer)
Neil Stevens (Joint Chief Executive Officer)

Zeus Capital (Nominated Adviser and Sole Broker)

+44 (0) 20 3829 5000

Martin Green (Corporate Finance)
Andrew Jones (Corporate Finance and QE)
Pippa Hamnett (Corporate Finance)

Instinctif Partners

+44 (0) 20 7457 2020

Giles Stewart
Rui Videira
Ambrose Fullalove

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

END

DSHUKASRWOARAAA