

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 been notified that Gary Kershaw, Compliance Director of SimplyBiz, has purchased 30,000 ordinary shares of £0.01 each ("Ordinary Shares") made up by the following trades:

on 23 November 2018, 12,494 at a price of 160p per Ordinary Share;

on 23 November 2018, 12,371 at a price of 162p per Ordinary Share; and

on 26 November 2018, 5,135 at a price of 153p per Ordinary Share.

The notification below, made in accordance with the requirements of the EU Market Abuse Regulation, provides further detail.

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

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| 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 |

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| 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 Identification Code | Ordinary shares of 1p each ISIN: GB00BG1THS43 |
| b) | Nature of the transaction | Purchase of Ordinary Shares |
| c) | Price(s) and volume(s) | Price(s) 160p 162p Volume(s) 12,494 12,371 |
| d) | Aggregated information | 24,865 ordinary shares purchased at an average value of 161.0p |
| e) | Date of transaction | 23 November 2018 |
| f) | Place of transaction | London Stock Exchange, AIM |
| 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 Identification Code | Ordinary shares of 1p each ISIN: GB00BG1THS43 |
| b) | Nature of the transaction | Purchase of Ordinary Shares |
| c) | Price(s) and volume(s) | Price(s) 153p Volume(s) 5,135 |
| d) | Aggregated information | N/A |
| e) | Date of transaction | 26 November 2018 |

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| f) | Place of transaction | London Stock Exchange, AIM |
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For further information please contact:

The SimplyBiz Group plc

via Instinctif Partners

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