

05 April 2018

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

Director / PDMR Shareholding

Acquisition of shares in the capital of Simply Biz Limited pursuant to The SimplyBiz Group plc Management Incentive Plan ("MIP") and the grant of options pursuant to The SimplyBiz Group plc Company Share Option Plan (the "CSOP")

NOTIFICATION AND PUBLIC DISCLOSURE IN ACCORDANCE WITH THE REQUIREMENTS OF THE EU MARKET ABUSE REGULATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

On 4 April 2018, following the admission of the Company's ordinary shares of £0.01 each ("Ordinary Shares") to trading on AIM (and as indicated in the Company's Admission Document), the Remuneration Committee of the Company's Board invited a limited number of employees to acquire certain classes of A ordinary shares in the capital of Simply Biz Limited pursuant to the MIP and authorised the Company to grant options to acquire Ordinary Shares to a limited number of the employees of the Company and its subsidiaries pursuant to the CSOP.

On 4 April 2018, pursuant to the aforementioned invitations under the MIP, the individuals disclosed below who are persons discharging managerial responsibilities (PDMRs) acquired the relevant class and number of A ordinary shares in the capital of Simply Biz Limited disclosed below by way of subscription.

On 4 April 2018, Gareth Hague, the Group Finance Director and PDMR was granted an option to acquire Ordinary Shares by the Company pursuant to the CSOP, further details of which are set out below.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Neil Martin Stevens
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	A1 Ordinary Shares of £7 each in the capital of Simply Biz Limited ("A1 Shares"), a wholly owned subsidiary of The SimplyBiz Group plc
	Identification Code	N/A
b)	Nature of the transaction	Subscription for 750 A1 Shares (the rights relating to which are summarised in Paragraph 3 and 5 of Part 5 in the Admission Document dated 22 March 2018)

c)	Price(s) and volume(s)	Price(s) £7 per A1 Share Volume(s) 750
d)	Aggregated information	Aggregate Price £5,250 Volume(s) 750
e)	Date of transaction	4 April 2018
f)	Place of transaction	Outside a trading venue

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 Identification Code	A1 Ordinary Shares of £7 each in the capital of Simply Biz Limited ("A1 Shares"), a wholly owned subsidiary of The SimplyBiz Group plc N/A
b)	Nature of the transaction	Subscription for 750 A1 Shares (the rights relating to which are summarised in Paragraph 3 and 5 of Part 5 in the Admission Document dated 22 March 2018)
c)	Price(s) and volume(s)	Price(s) £7 per A1 Share Volume(s) 750
d)	Aggregated information	Aggregate Price £5,250 Volume(s) 750
e)	Date of transaction	4 April 2018
f)	Place of transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Sarah Clare Turvey

2	Reason for the notification	
a)	Position/status	Chief Operations 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	A2 Ordinary Shares of £10 each in the capital of Simply Biz Limited ("A2 Shares"), a wholly owned subsidiary of The SimplyBiz Group plc
	Identification Code	N/A
b)	Nature of the transaction	Subscription for 525 A2 Shares (the rights relating to which are summarised in Paragraph 3 and 5 of Part 5 in the Admission Document dated 22 March 2018)
c)	Price(s) and volume(s)	Price(s) £10 per A2 Share Volume(s) 525
d)	Aggregated information	Aggregate Price £5,250 Volume(s) 525
e)	Date of transaction	4 April 2018
f)	Place of transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Gary John Kershaw
2	Reason for the notification	
a)	Position/status	Group 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,	A3 Ordinary Shares of £23 in the capital of

	type of instrument	Simply Biz Limited ("A3 Shares"), a wholly owned subsidiary of The SimplyBiz Group plc
	Identification Code	N/A
b)	Nature of the transaction	Subscription for 225 A3 Shares (the rights relating to which are summarised in Paragraph 3 and 5 of Part 5 in the Admission Document dated 22 March 2018)
c)	Price(s) and volume(s)	Price(s) £23 per A3 Share Volume(s) 225
d)	Aggregated information	Aggregate Price £5,175 Volume(s) 225
e)	Date of transaction	4 April 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	Group 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	GB00BG1THS43
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 Share Option Plan
c)	Price(s) and volume(s)	Price(s) £1.70 per Ordinary Share Volume(s) 17,647
d)	Aggregated information	Aggregate Price £29,999.99 Volume(s) 17,647
e)	Date of transaction	4 April 2018

f)	Place of transaction	Outside a trading venue
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