

5 January 2021

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

Board Changes

The SimplyBiz Group plc, the leading independent provider of fintech and support services to the UK's retail financial services sector, is pleased to announce the appointment of Imogen Joss as a Non-Executive Director with effect from 5 January 2021. Imogen will chair the Remuneration Committee following the Company's AGM in April 2021 and will sit as a member of all Board Committees from appointment.

Imogen Joss is a senior executive with a wealth of experience in equity markets, that includes eleven years at London Stock Exchange Group plc, where she was Executive Director of the Information Services Division. In addition, Imogen has operated as the President and Chief Commercial Officer at S&P Global Inc, President of S&P Platts, Head of European Sales at Informa Global Markets and European Sales Director at the Financial Times.

Imogen holds non-executive directorships at Grant Thornton UK LLP, Gowling WLG LLP, FTSE-listed Euromoney Institutional Investor PLC, Interswitch Ltd and IPSX, the International Property Securities Exchange.

The Board are confident that Imogen's strength and depth of experience in both commercial and leadership roles will greatly benefit the Company as it continues to grow.

Following Imogen's appointment, the Board will comprise Ken Davy (Non-Executive Chairman), Gary Hughes (Non-Executive Deputy Chairman), Neil Stevens (Joint CEO), Matt Timmins (Joint CEO), Gareth Hague (Group Finance Director), Imogen Joss and Tim Clarke (Non-Executive Directors).

Ken Davy, Non-Executive Chairman, commented:

"Following an extensive search, I am delighted to welcome Imogen to the Board. Imogen is a highly regarded individual with a wealth of relevant experience. We are confident that Imogen will be a superb addition to the Board and will complement the skills of the existing Board members."

For further information please contact:

The SimplyBiz Group plc

via Instinctif Partners

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In accordance with Schedule 2(g) of the AIM Rules for Companies, Imogen Melissa Joss (aged 58) holds, or has held in the past five years, the following directorships and partnerships:

Current Directorships

Interswitch Holdings Limited

Euromoney Institutional Investor PLC

IPsx UK Limited

Directorships held in last 5 years

Gresham Technologies PLC

S&P Global Platts

Imogen holds no shares in the Company.

There is no further information on Imogen Joss required to be disclosed under Schedule Two, paragraph (g) of the AIM Rules for Companies.

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