

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

SimplyBiz (AIM: SBIZ), the 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 Matt Timmins, Joint CEO of SimplyBiz, has purchased 25,000 ordinary shares of £0.01 each ("Ordinary Shares") through his Self-Invested Personal Pension Plan ("SIPP") on 16th September 2019 at a price of 196.8p per Ordinary Share.

Following this transaction, Matt has an interest in 1,686,975 Ordinary Shares, representing approximately 1.74 per cent of the Company's issued Ordinary Share capital.

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.

| | | |
|----------|--|--------------------------------------|
| 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, | Ordinary shares of 1p each |

| | | |
|----|---------------------------|-------------------------------------|
| | type of instrument | |
| | Identification Code | ISIN: GB00BG1THS43 |
| b) | Nature of the transaction | Purchase by SIPP |
| c) | Price(s) and volume(s) | Price(s) 196.8p Volume(s) 25,000 |
| d) | Aggregated information | N/a - single transaction |
| e) | Date of transaction | 16 September 2019 |
| f) | Place of transaction | London Stock Exchange, AIM |

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 Joint Broker) +44 (0) 20 3829 5000

Martin Green
Andrew Jones
Pippa Hamnett

Peel Hunt (Joint Broker)

+44 (0) 20 7418 8900

Guy Wiehahn
Andrew Buchanan
Rishi Shah

Instinctif Partners

+44 (0) 20 7457 2020/
SimplyBiz@instinctif.com

Catherine Wickman
Katie Bairsto

END

DSHSFAFLMFUSEDU