

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

Director / PDMR Shareholding

Grant of options pursuant to The SimplyBiz Group plc Company Share Option Plan (the "CSOP")

On 11 March 2020, Gareth Hague, the Group Finance Director and PDMR was granted an option to acquire 85,106 ordinary shares of £0.01 in the Company ("Ordinary Shares") at an exercise price of £0.01 per Ordinary Share, pursuant to the unapproved part of the Company's Share Option Plan, further details of which are set out below.

The grant has been approved by the Remuneration Committee of the Company's Board.

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 | 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 £0.01 per Ordinary Share made pursuant to The SimplyBiz Group plc Company Share Option Plan. |
| c) | Price(s) and volume(s) | Price(s) 1p Volume(s) 85,106 |
| d) | Aggregated information | N/a - single transaction |

| | | |
|----|----------------------|-------------------------|
| e) | Date of transaction | 11 March 2020 |
| 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 Joint Broker)

+44 (0) 20 3829 5000

Martin Green
Dan Bate

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
Lewis Hill

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 ms@lseg.com or visit www.rns.com.

END

DSHDLLFFBXLFBZ