

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

The SimplyBiz Group plc, a leading fintech and support services group, is pleased to announce that it has been notified that Matt Timmins, Neil Stevens, Gareth Hague and Gary Hughes, each of whom are directors of the Company (the "Directors") have today purchased, in aggregate, 40,255 ordinary shares in the Company as listed below. Following this transaction, the Directors have a resulting interest in the ordinary shares of the Company as listed below.

Name	Shares in SimplyBiz before purchase	Shares in SimplyBiz purchased	Shares in SimplyBiz held after purchase	% total shares in issue
Matt Timmins (Joint CEO)	1,724,889	5,111	1,730,000	1.79%
Neil Stevens (Joint CEO)	1,664,864	25,000	1,689,864	1.75%
Gareth Hague (Group FD)	Nil	5,144	5,144	0.01%
Gary Hughes (Non Executive Director)	54,070	5,000	59,070	0.06%

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	Matt 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	Ordinary shares of 1p each ISIN: GB00BG1THS43
b)	Nature of the transaction	Purchase of Ordinary Shares
c)	Price(s) and volume(s)	Price(s) 156.3p Volume(s) 5,111
d)	Aggregated information	N/a - single transaction
e)	Date of transaction	15 September 2020
f)	Place of transaction	London Stock Exchange, AIM

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Neil 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 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) 156.1p Volume(s) 25,000

d)	Aggregated information	N/a - single transaction
e)	Date of transaction	15 September 2020
f)	Place of transaction	London Stock Exchange, AIM

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Gareth 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 1p each
	Identification Code	ISIN: GB00BG1THS43
b)	Nature of the transaction	Purchase of Ordinary Shares
c)	Price(s) and volume(s)	Price(s) 155.5p Volume(s) 5,144
d)	Aggregated information	N/a - single transaction
e)	Date of transaction	15 September 2020
f)	Place of transaction	London Stock Exchange, AIM

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Gary Hughes
2	Reason for the notification	
a)	Position/status	Non Executive 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 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) 156.3p Volume(s) 5,000
d)	Aggregated information	N/a - single transaction
e)	Date of transaction	15 September 2020
f)	Place of transaction	London Stock Exchange, AIM

For further information please contact:

SimplyBiz

via Instinctif Partners

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