

27 April 2017

Private & Commercial Finance Group plc

("PCFG", the "Company" or the "Group")

Director Dealing

The Company was informed on 25 April 2017 that on 27 March 2017, David Morgan, Non-Executive Director of the Company, purchased 147,059 ordinary shares of 5 pence each in the Company ("Ordinary Shares") at a price of 26.75 pence per Ordinary Share.

Following this transaction, Mr Morgan's beneficial ownership is 500,000 Ordinary Shares, representing approximately 0.24 per cent. of PCFG's issued ordinary share capital.

- end -

For further information, please contact:

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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 ("PDMRs") and persons closely associated with them.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Names	David Morgan - Non-executive Director

2	Reason for the notification					
a)	Position/status	See 1(a) above for position – classified as a PDMR of PCFG				
b)	Initial notification /Amendment	Initial				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Private & Commercial Finance Group plc				
b)	LEI	213800UDT5QE28AFU288				
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 5 pence each (“Ordinary Shares”)				
b)	Identification code	GB0004189378				
c)	Nature of the transaction	Purchase of Ordinary Shares				
d)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Prices(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>26.75 pence</td> <td>147,059</td> </tr> </tbody> </table>	Prices(s)	Volume(s)	26.75 pence	147,059
Prices(s)	Volume(s)					
26.75 pence	147,059					
d)	Aggregated information - Aggregated volume - Price	N/a				
e)	Date of the transaction	27 March 2017				
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)				

Name of authorised official of issuer responsible for making notification:

Robert Murray

Company Secretary to Private & Commercial Finance Group plc

About Private & Commercial Finance Group plc (www.pcfg.co.uk)

Established in 1994, Private & Commercial Finance Group plc is an AIM-quoted specialist bank which has two main operating divisions:

- Consumer Finance which provides finance for motor vehicles to consumers; and
- Business Finance which provides finance for vehicles, plant and equipment to SMEs.

The Group has a highly efficient and scalable business model, utilising its specially developed internet-based proposal system to service national networks of brokers and suppliers.

Certain information contained in this announcement would have constituted inside information (as defined by Article 7 of Regulation (EU) Number 596/2014) prior to its release as part of this announcement.