

Private & Commercial Finance Group plc

(“PCFG” or the “Company”)

Director / PDMR Dealings

The Company was informed on 26 October 2016 that, on 4 October 2016, the Self Invested Pension Plan of David Bull, PCFG’s Finance Director, sold 1,459 ordinary shares of 5 pence each in the Company (“Ordinary Shares”) at a price of 25 pence per Ordinary Share. Mr Bull’s beneficial interest following this transaction is in 163,579 Ordinary Shares, representing approximately 0.1 per cent of PCFG's issued share capital.

For further information please contact:

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Scott Maybury, Chief Executive
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Henry Willcocks

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 Bull – Finance 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	
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	Sale of Ordinary Shares
d)	Price(s) and volume(s)	Price – 25 pence per Ordinary Share Volume – 1,459 Ordinary Shares
d)	Aggregated information - Aggregated volume - Price	n/a
e)	Date of the transaction	04 October 2016
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

Established in 1994, Private & Commercial Finance Group plc is an AIM-quoted finance house 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.