

7 June 2017

Private & Commercial Finance Group plc

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

Director Dealing

The Company was informed 7 June 2017 that on 7 June 2017, David Bull, a director of the Company, purchased 66,989 ordinary shares of 5 pence each in the Company ("Ordinary Shares") at a price of 22.89 pence per Ordinary Share.

Following this transaction, Mr Bull's beneficial ownership is 230,568 Ordinary Shares, representing approximately 0.11 per cent. of PCFG's issued ordinary share capital.

- end -

For further information, please contact:

Private & Commercial Finance Group
Scott Maybury, Chief Executive Officer
Robert Murray, Managing Director
David Bull, Finance Director

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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 Bull - 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>22.89 pence</td> <td>66,989</td> </tr> </tbody> </table>	Prices(s)	Volume(s)	22.89 pence	66,989
Prices(s)	Volume(s)					
22.89 pence	66,989					
d)	Aggregated information - Aggregated volume - Price	N/a				
e)	Date of the transaction	7 June 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.