

26 October 2017

**PCF Group plc**

**(“PCF”, the “Bank” or the “Company”)**

**Director Dealing**

The Company was informed on 25 October 2017 that on 25 October 2017, Mark Brown a non-executive director of the Company, purchased 55,000 ordinary shares of 5 pence each in the Company (“Ordinary Shares”) at a price of 28.0 pence.

Following this transaction, Mr Brown’s beneficial ownership increased to 135,000 Ordinary Shares, representing approximately 0.06 per cent of PCF's issued ordinary share capital.

- end -

For further information, please contact:

**PCF Group**

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**About PCF Group plc ([www.pcf.bank](http://www.pcf.bank))**

Established in 1994, PCF Group plc is the AIM-quoted parent of the specialist bank, PCF Bank Limited. With the advent of the banking operation the Group now has the capability to increase its lending portfolio significantly, with target portfolio sizes of £350m in 2020 and £750m in 2022. The Group will retain its focus on portfolio quality, and has the capability to lend increasingly to prime segments of the finance market.

PCF Bank offers retail savings products for individuals and deploys those funds through its two lending 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 track record of strong financial performance and an efficient and scalable business model, with significant room to grow. Utilising its technologically advanced platform, the Bank will provide both depositors and borrowers with a high level of service and a straightforward, simple range of products tailored to suit their needs.

For media enquiries please contact [media@pcf.bank](mailto:media@pcf.bank)

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.**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Names	Mark Brown – Non-Executive Director	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	See 1(a) above for position – classified as a PDMR of PCFG	
b)	Initial notification /Amendment	Initial	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	PCF Group plc	
b)	LEI	213800UDT5QE28AFU288	
<b>4</b>	<b>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</b>		
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)	Prices(s)	Volume(s)
		28 pence	55,000

d)	Aggregated information - Aggregated volume - Price	55,000 shares at 28 pence
e)	Date of the transaction	25 October 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 PCF Group plc