

31 January 2018

**PCF Group plc**

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

**Director Dealing**

The Company was informed on 31 January 2018, Christine Higgins, a director of the Company, purchased 19,500 ordinary shares of 5 pence each in the Company (“Ordinary Shares”) at a price of 26.25 pence per Ordinary Share.

Following this transaction, Ms Higgins’s beneficial ownership is 19,500 Ordinary Shares, representing approximately 0.01 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 new specialist bank, PCF Bank Limited. With the advent of a banking operation, the Group now has the capability to increase its lending portfolio significantly, with target portfolio sizes of £350 million in 2020 and £750 million in 2022. The Group will retain its focus on portfolio quality and has the capability to lend increasingly to prime segments of its existing finance markets. The Group will also seek to diversify its lending products and asset classes through acquisition.

PCF Bank currently offers retail savings products for individuals and then 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 provides 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  | Christine Higgins - Director                              |           |
| <b>2</b> | <b>Reason for the notification</b>   |   |           |
| a)       | Position/status  | See 1(a) above for position – classified as a PDMR of PCF |           |
| 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) |
|          |  | 26.25 pence   | 19,500    |

|    |  |  |
|----|--|--|
|    |  |  |
| d) | Aggregated information<br>- Aggregated volume<br>- Price | N/a                                      |
| e) | Date of the transaction                                  | 31 January 2018                          |
| 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