

25 July 2018

Private & Commercial Finance Group plc

(“PCF”, the “Company” or the “Group”)

Director Dealing

The Company was informed on 25 July 2018 that on 24 July 2018, Scott Maybury, a director, completed the purchase of 55,500 ordinary shares of 5 pence each in the Company (“Ordinary Shares”) at a price of 35.9 pence and the sale of the same number of 55,500 Ordinary Shares at a price of 35.05 pence to facilitate a NISA transfer.

Following these transactions, Mr Maybury’s beneficial ownership remains unchanged at 1,717,653 Ordinary Shares, representing approximately 0.8 per cent of PCF's Ordinary Share capital.

- end -

For further information, please visit <https://pcf.bank/> or contact:

PCF Group

Scott Maybury, Chief Executive Officer
Robert Murray, Managing Director
David Bull, Finance Director

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About PCF Group plc

Established in 1994, PCF Group plc is the AIM-listed parent of the specialist bank, PCF Bank Limited. As a bank, the Group 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 focus on portfolio quality by lending 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

[Note: This announcement contains inside information for the purposes of Article 7 of Regulation \(EU\) No 596/2014.](#)

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	Scott Maybury – Director
2	Reason for the notification	
a)	Position/status	See 1(a) above for position – classified as a PDMR of PCF
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	PCF 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	Sale and purchase of Ordinary Shares	
d)	Price(s) and volume(s)	Prices(s)	Volume(s)
		35.9 pence	55,500
		35.05 pence	55,500
d)	Aggregated information	55,500 Ordinary Shares (sold) at 35.05 pence per Ordinary Share	
	- Aggregated volume		
	- Price	55,500 Ordinary Shares (bought) at 35.9 pence per Ordinary Share	
e)	Date of the transaction	24 July 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