

11 December 2018

**PCF Group plc**

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

**Director Dealing**

The Company was informed on 7 December 2018 that on 7 December 2018, Tim Franklin, a director, completed the purchase of 40,000 ordinary shares of 5 pence each in the Company (“Ordinary Shares”) at a price of 35.7 pence and the sale of the same number of 40,000 Ordinary Shares at a price of 34.5 pence to facilitate a NISA transfer.

Following these transactions, Mr Franklin’s beneficial ownership remains unchanged at 90,173 Ordinary Shares, representing approximately 0.04 per cent. of PCF’s Ordinary Share capital.

- end -

For further information, please contact:

**PCF Group plc**

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

Established in 1994, PCF Group plc is the AIM-listed parent of specialist bank, PCF Bank Limited. Since becoming a bank in 2016, the Group has the capability to increase its lending portfolio significantly, with a initial portfolio target of £350 million, growing to £750 million by September 2022. The Group will retain its focus on portfolio quality and will lend increasingly to the prime segment of its existing finance markets. The Group has also diversified its lending products and asset classes through acquisition.

PCF Bank currently offers retail savings products for individuals and then deploys those funds through its three lending divisions:

- Business Finance which provides finance for vehicles, plant and equipment to SMEs;
- Consumer Finance which provides finance for motor vehicles to consumers; and
- Azure Limited which provides finance to the broadcast and media industry.

The Group has a track record of strong financial performance and an efficient and scalable business model, with significant room to grow. Utilising its technology 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	Tim Franklin – 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	Sale and purchase of Ordinary Shares

d)	Price(s) and volume(s)	Prices(s)	Volume(s)
		34.5 pence	40,000
		35.7 pence	40,000
d)	Aggregated information  - Aggregated volume  - Price	40,000 Ordinary Shares (sold) at 34.5 pence per Ordinary Share  40,000 Ordinary Shares (bought) at 35.7 pence per Ordinary Share	
e)	Date of the transaction	7 December 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