

22 July 2019

PCF Group plc

(“PCF”, the “Company” or the “Group”)

Director Dealing

The Company was informed on 22 July 2019 that, Scott Maybury, a director, completed the purchase of 68,166 ordinary shares of 5 pence each in the Company (“Ordinary Shares”) at a price of 29.69 pence and the sale of the same number of 68,166 Ordinary Shares at a price of 28.76 pence to facilitate a NISA transfer.

Following these transactions, Mr Maybury’s beneficial ownership remains unchanged at 1,717,653 Ordinary Shares, representing approximately 0.7 per cent of PCF's Ordinary Share capital.

- end -

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

PCF Group plc

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

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Robert Finlay / Richard Johnson – Corporate Finance
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About PCF Group plc (www.pcf.bank)

Established in 1994, PCF Group plc is the AIM-listed parent of specialist bank, PCF Bank Limited. Since commencing operations as a bank in 2017, the Group has increased its lending portfolio significantly, targeting an initial portfolio of £350 million by 2020 and growing to a £750 million portfolio by 2022. The Group will retain its focus on portfolio quality, lending increasingly to the prime segment of its existing finance markets. The Group has also recently diversified its lending products and asset classes through acquisition and by setting up new organic operations.

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

- Business Finance which provides finance for vehicles, plant and equipment to SMEs;
- Consumer Finance which provides finance for motor vehicles to consumers;
- Azure Limited which provides finance to the broadcast and media industry; and
- Bridging Property Finance which provides loans to companies and sole traders investing in residential property

For media enquiries please contact 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.

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)
		29.69 pence	68,166
		28.76 pence	68,166
d)	Aggregated information	68,166 Ordinary Shares (sold) at 28.76 pence per Ordinary Share	
	- Aggregated volume	68,166 Ordinary Shares (bought) at 29.69 pence per Ordinary Share	
	- Price		
e)	Date of the transaction	22 July 2019	
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