

22 July 2019

**PCF Group plc**

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

**Director Dealing**

The Company was informed on 2 October 2019 that, David Bull, a director, completed the purchase of 6,480 ordinary shares of 5 pence each in the Company (“Ordinary Shares”) at a price of 27.29 pence.

Following this transaction, Mr Bull’s beneficial ownership is 237,048 Ordinary Shares, representing approximately 0.1 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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**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 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](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	David Bull – 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)
		27.29 pence	6,480
d)	Aggregated information - Aggregated volume - Price	6,480 Ordinary Shares purchased at 27.29 pence per Ordinary Share	
e)	Date of the transaction	2 October 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