

6 December 2016

Purplebricks Group plc
("Purplebricks" or the "Company")
Exercise of options
And
PDMR notification

Purplebricks Group plc (AIM: PURP), the hybrid estate agent providing a new way to buy, sell or let property, announces that options to subscribe for 297,757 ordinary shares of £0.01 each in the Company ("Ordinary Shares" and the "Options") have yesterday been exercised by certain employees. These options were granted prior to the Company's IPO.

Richard Jacques, Lettings Director, and Joby Russell, Chief Marketing Officer, Australia, who are each considered to be persons discharging managerial responsibilities, have exercised 29,774 Options and 50,077 Options, respectively.

Pursuant to the exercise of the Options, an application has been made to the London Stock Exchange for 297,757 new Ordinary Shares to be admitted to trading on AIM ("Admission"). It is expected that Admission will become effective on 9 December 2016.

The Company's issued ordinary share capital following Admission will be 247,094,870 Ordinary Shares.

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 and persons closely associated with them.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	1. Richard Jacques 2. Joby Russell 3. Joby Russell
2	Reason for the notification	
a)	Position/status	1. Lettings Director 2. Chief Marketing Officer, Australia 3. Chief Marketing Officer, Australia
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Purplebricks Group plc
b)	LEI	<i>(Pending)</i>
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	Ordinary Shares of £0.01 each

	instrument, type of instrument Identification code	ISIN: GB00BYV2MV74		
b)	Nature of the transaction	Exercise of options		
c)	Price(s) and volume(s)	Price	No. of shares	
		1. £0.01 2. £0.01 3. £0.1293	1. 29,774 2. 9,474 3. 40,603	
d)	Aggregated information - Aggregated volume - Price	Volume: 79,851 Weighted average price: £0.0707		
e)	Date of the transaction	5 December 2016		
f)	Place of the transaction	London Stock Exchange, AIM		

For further information, please contact:

Purplebricks

+44 (0) 20 7457 2020

Michael Bruce, Chief Executive
Neil Cartwright, Chief Financial Officer

Zeus Capital - Nominated Adviser

+44 (0) 20 3829 5000

Nicholas How (Corporate Finance)
Pippa Underwood (Corporate Finance)
Ben Robertson (Corporate Broking)

Investec – Joint Broker

+44 (0) 20 7597 5970

Keith Anderson
Carlton Nelson

Peel Hunt – Joint Broker

+44 (0) 20 7418 8900

Dan Webster

Instinctif Partners

+44 (0) 20 7457 2020

David Simonson
Mark Reed
George Yeomans

About Purplebricks

Purplebricks is the leading next generation estate agency in the UK that combines highly experienced and professional Local Property Experts and an innovative use of technology to help make the process of selling, buying or letting so much more convenient, transparent and cost effective. Purplebricks is transforming the way people perceive estate agents and estate agency.