

19 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 648,318 ordinary shares of £0.01 each in the Company ("Ordinary Shares" and the "Options") have today been exercised by certain employees, including some persons discharging managerial responsibilities. These options were granted prior to the Company's IPO.

Neil Cartwright, Chief Financial Officer, has exercised 160,353 Options. Following the exercise of Options, Mr Cartwright and his connected persons are beneficially interested in 2,101,502 Ordinary Shares, representing approximately 0.85 per cent of the Company's issued share capital.

David Kavanagh, Chief Technology Officer, David Shepherd, Chief Information Officer, and Matthew Farrow, Finance Director, who are each considered to be person discharging managerial responsibilities, have exercised 101,502 Options, 84,589 Options and 216,349 Options, respectively.

Pursuant to the exercise of the Options, an application has been made to the London Stock Exchange for 648,318 new Ordinary Shares to be admitted to trading on AIM ("Admission"). It is expected that Admission will become effective on 23 December 2016.

The Company's issued ordinary share capital following Admission will be 247,743,188 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	<ol style="list-style-type: none">1. Neil Cartwright2. David Kavanagh3. David Shepherd4. Matthew Farrow
2	Reason for the notification	
a)	Position/status	<ol style="list-style-type: none">1. Chief Financial Officer2. Chief Technology Officer3. Chief Information Officer4. Finance Director

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	(Pending)												
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 Identification code	Ordinary Shares of £0.01 each ISIN: GB00BYV2MV74												
b)	Nature of the transaction	1. Exercise of options 2. Exercise of options 3. Exercise of options 4. Exercise of options												
c)	Price(s) and volume(s)	<table><tr><th>Price</th><th>No. of shares</th></tr><tr><td>1. £0.01</td><td>1. 160,353</td></tr><tr><td>2. £0.01</td><td>2. 101,502</td></tr><tr><td>3. £0.01</td><td>3. 84,589</td></tr><tr><td>4. £0.01</td><td>4. 216,349</td></tr></table>	Price	No. of shares	1. £0.01	1. 160,353	2. £0.01	2. 101,502	3. £0.01	3. 84,589	4. £0.01	4. 216,349		
Price	No. of shares													
1. £0.01	1. 160,353													
2. £0.01	2. 101,502													
3. £0.01	3. 84,589													
4. £0.01	4. 216,349													
d)	Aggregated information - Aggregated volume - Price	Exercise of options volume: 562,793 Weighted average price: £0.01												
e)	Date of the transaction	19 December 2016												
f)	Place of the transaction	London Stock Exchange, AIM												

For further information, please contact:

Purplebricks

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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.