

21 October 2016

Purplebricks Group plc
("Purplebricks" or the "Company")

PDMR notification

Purplebricks Group plc (AIM: PURP), the hybrid estate agent providing a new way to buy, sell or let property, has been notified that on 20 August 2016, David Kavanagh, Chief Technology Officer, who is considered to be a person discharging managerial responsibilities ("PDMR"), sold 69,500 ordinary shares of 1 pence each ("Ordinary Shares") at a price of 132.23 pence per Ordinary Share.

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	David Kavanagh	
2	Reason for the notification		
a)	Position/status	Chief Technology Officer	
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 instrument, type of instrument Identification code	Ordinary Shares of 1 pence each ISIN: GB00BYV2MV74	
b)	Nature of the transaction	Sale of shares	
c)	Price(s) and volume(s)	Price	No. of shares
		132.23 pence	69,500

d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	20 August 2016
f)	Place of the transaction	London Stock Exchange, AIM

For further information, please contact:

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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.