

17 October 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 1,383,614 ordinary shares of £0.01 each in the Company ("Ordinary Shares" and the "Options") have today been exercised by certain employees. These options were granted prior to the Company's IPO.

Isabel Bruce, wife of Michael Bruce, Chief Executive of the Company, has today exercised options over 49,399 Ordinary Shares. Following the exercise, Mr Bruce and his connected persons are beneficially interested in 41,329,258 Ordinary Shares, representing approximately 16.8 per cent. of the Company's enlarged issued share capital and hold 2,522,586 options over Ordinary Shares.

Matthew Farrow, Finance Director, David Kavanagh, Chief Technology Officer, and Joby Russell, Chief Marketing Officer, Australia, who are each considered to be persons discharging managerial responsibilities, have exercised 943,074 Options, 324,824 Options and 40,604 Options, respectively.

Pursuant to the exercise of the Options, an application has been made to the London Stock Exchange for 1,383,614 new Ordinary Shares to be admitted to trading on AIM ("Admission"). It is expected that Admission will become effective on 21 October 2016.

The Company's issued ordinary share capital following Admission will be 246,611,097 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. Isabel Bruce2. Isabel Bruce3. Matthew Farrow4. David Kavanagh5. Joby Russell
2	Reason for the notification	
a)	Position/status	<ol style="list-style-type: none">1. Person closely associated with Michael Bruce, Chief Executive Officer

		<ol style="list-style-type: none"> 2. Person closely associated with Michael Bruce, Chief Executive Officer 3. Finance Director 4. Chief Technology Officer 5. Chief Marketing 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 £0.01 each ISIN: GB00BYV2MV74													
b)	Nature of the transaction	Exercise of options													
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>No. of shares</th> </tr> </thead> <tbody> <tr> <td>1. £0.01</td> <td>1. 6,091</td> </tr> <tr> <td>2. £0.1293</td> <td>2. 43,308</td> </tr> <tr> <td>3. £0.1293</td> <td>3. 943,074</td> </tr> <tr> <td>4. £0.1293</td> <td>4. 324,824</td> </tr> <tr> <td>5. £0.1293</td> <td>5. 40,604</td> </tr> </tbody> </table>	Price	No. of shares	1. £0.01	1. 6,091	2. £0.1293	2. 43,308	3. £0.1293	3. 943,074	4. £0.1293	4. 324,824	5. £0.1293	5. 40,604	
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d)	Aggregated information - Aggregated volume - Price	Volume: 1,357,901 Weighted average price: £0.1288													
e)	Date of the transaction	17 October 2016													
f)	Place of the transaction	London Stock Exchange, AIM													

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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.