

23 February 2018

## PCG Entertainment Plc ("PCGE", the "Company" or the "Group") PCG Entertainment Plc / Index: AIM / Epic: PCGE

## PDMR Disclosure

Further to the announcement of 29 January 2018, the Company can confirm that Richard Poulden has an interest in a total of 89,956,405 ordinary shares or 0.1 pence each ("Ordinary Shares"), equating to 9.18% of the Company's issued ordinary share capital.

Mr Poulden's interests in the Ordinary Shares are held as follows:

- 1. Richard Poulden is deemed to be interested in the Ordinary Shares (or depositary interests in respect thereof) referred to above as follows (all of such Ordinary Shares, registered via DIs, in the name of Ashton Nominees Inc other than the 65,500,000 Ordinary Shares registered under the Black Swan Group as referred to below):
  - a) 3,000,000 Ordinary Shares belong to Black Swan Plc of which Richard Poulden is the chairman;
  - b) 62,500,000 Ordinary Shares belong to Black Swan FZE, which is a wholly owned subsidiary of Black Swan Plc;
  - c) 3,000,000 Ordinary Shares belong to Richard Poulden's wife and infant children;
  - d) 19,456,405 Ordinary Shares belong to the Malvern Trust, a trust in respect of which Richard Poulden's family can be beneficiaries; and
  - e) 2,000,000 Ordinary Shares belong to the John Edward Poulden Settlement Trust, a trust for the benefit of Richard Poulden's children.

Enquiries:

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1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Black Swan FZE	
2	Reason for the notification		
a)	Position/status	Person Closely Associated with Richard Poulden, Chairman & Chief Executive Officer	
b)	Initial notification/ Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	PCG Entertainment plc	
b)	LEI	213800EJ8BFEQQ9POX79	
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	Ordinary Shares of 0.1 pence	
	Identification code	213800EJ8BFEQQ9POX79	
b)	Nature of the transaction	Subscription	
c)	Price(s) and volume(s)	Price(s) Volume(s)   £0.002 62,500,000	

d)	Aggregated information	
	-Aggregated volume	62,500,000
	- Price	£0.002
e)	Date of the transaction	12 February 2018
f)	Place of the transaction	London Stock Exchange