

19 March 2018

**CPPGroup Plc ("CPP" or the "Group")
 Director/PDMR Shareholding**

CPP, the international product innovation business, has been advised that Tim Elliott, Non-Executive Director, has purchased a total of 175,000 ordinary shares of 1 pence each in the Group (the "Ordinary Shares"). Following the purchase, Tim Elliott has a total beneficial interest in 175,000 Ordinary Shares, representing approximately 0.02% of the issued share capital of the Group.

1.	Details of the person discharging managerial responsibilities/person closely associated	
(a)	Name	Tim Elliott
2.	Reason for the notification	
(a)	Position/status	Non-Executive Director
(b)	Initial notification/ Amendment	Initial notification
3.	Details of the issuer	
(a)	Name	CPPGroup Plc
(b)	LEI	213800FRDE79FTQI4X25
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	Ordinary shares of 1 penny each
(b)	Identification code of the Financial Instrument	GB00B5W55H93
(c)	Nature of the transaction	Purchase of shares
(d)	Price(s) and volume(s)	Price(s)
		Volume(s)
		13.5558 pence
		175,000
(e)	Aggregated information	
	- Aggregated volume	n/a
	- Price	n/a
(f)	Date of the transaction	16 March 2018
(g)	Place of the transaction	London Stock Exchange, AIM (XLON)

For further information please contact:

CPPGroup Plc

Jason Walsh, Chief Executive Officer
 Oliver Laird, Chief Financial Officer
 Tel: +44 (0)113 487 7350

Investec Bank plc

Nominated Adviser and Corporate Broker
 Sara Hale; James Rudd; Carlton Nelson
 Tel: +44 (0)20 7597 5970

Maitland

Neil Bennett; Daniel Yea
Tel: +44 (0)20 7379 5151

Notes to Editors

CPP is a leading, international product innovation business which works with Business Partners across a range of sectors in 11 markets within Asia, Europe and Latin America to provide product, marketing and distribution expertise delivering tangible commercial benefits and meaningful solutions to their customers. CPP's insurance and assistance products provide peace of mind by reducing the stresses of everyday life ranging from protection of mobile phones, payment cards and household belongings to keeping travel plans moving and the monitoring of compromised personal data.

For more information on CPP visit www.cppgroupplc.com

REGISTERED OFFICE
CPPGroup Plc

6 East Parade
Leeds
LS1 6AD

Registered number: 07151159

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