

11 May 2021

CPPGroup Plc (“CPP” or “the Group”)

Director Shareholding

CPP has been advised that on 7 May 2021, Oliver Laird, Chief Financial Officer, sold a total of 8,294 ordinary shares of £1 each in the Group (“Ordinary Shares”) at a price of £5.00 per share. Following completion of this share sale, Oliver is holding 43,554 Ordinary Shares, representing 0.49 per cent. of the voting share capital of the Company, and unvested options under incentive plans over a further 38,830 Ordinary Shares.

Enquiries:

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About CPP

CPP Group takes away many of the stresses and strains of daily life for millions of people across the globe. In collaboration with selected partners in each country in which the Group operates, it develops, aggregates, offers and supports a range of personal protection and insurance products, which are sold alongside, or packaged with, the core product offerings of the Group’s partners. CPP is listed on AIM, operated by the London Stock Exchange.

For more information on CPP visit <https://international.cppgroup.com>

REGISTERED OFFICE
CPPGroup Plc
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Leeds
LS1 2AD

Registered number: 07151159

1.	Details of the person discharging managerial responsibilities/person closely associated		
(a)	Name	Oliver Laird	
	Reason for the notification		
(a)	Position/status	Chief Financial Officer	
(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 each	
(b)	Identification code of the Financial Instrument	GB00BMDX5Z93	
(c)	Nature of the transaction	Sale of shares	
(d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£5.00	8,294
(e)	Aggregated information - Aggregated volume - Price	N/A	
(f)	Date of the transaction	7 May 2021	
(g)	Place of the transaction	London Stock Exchange	