

**mporium Group plc**  
**(“mporium” or the “Company”)**

**PDMR dealing**

mporium Group PLC (AIM: MPM), the mobile commerce specialist, was notified on 26 September 2016, that on 26 September 2016, Barry Moat, Chief Executive of the Company, as detailed below, purchased 230,000 ordinary shares of 0.5 pence each in the share capital of the Company (“Ordinary Shares”) at an average price of 6.5 pence per Ordinary Share. Following this purchase, Mr Moat’s total shareholding in the capital of the Company is 10,137,196 ordinary shares, representing 1.98 per cent. of the voting share capital of mporium.

In addition to this dealing, some of the key senior management at mporium have acquired, in aggregate, 770,000 Ordinary Shares at an average price of 6.5 pence per share.

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Barry Moat
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive Officer of mporium Group plc
b)	Initial notification /Amendment	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	mporium Group plc
b)	LEI	n/a
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 0.5p each (“Ordinary Shares”)  ISIN Code: GB00BGDW0L56
b)	Nature of the transaction	Acquisition of shares

c)	Price(s) and volume(s)	Price(s): 6.5 pence	Volume(s): 230,000
d)	Aggregated information  - Aggregated volume  - Price	N/A	
e)	Date of the transaction	26/09/2016	
f)	Place of the transaction	London Stock Exchange	

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Cornelius De Groot	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chief Operating Officer of mporium Group plc	
b)	Initial notification /Amendment	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	mporium Group plc	
b)	LEI	n/a	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 0.5p each ("Ordinary Shares")	
	Identification code		

		ISIN Code: GB00BGDW0L56				
b)	Nature of the transaction	Acquisition of shares				
c)	Price(s) and volume(s)	<table> <tr> <td>Price(s):</td> <td>Volume(s):</td> </tr> <tr> <td>6.5 pence</td> <td>385,000</td> </tr> </table>	Price(s):	Volume(s):	6.5 pence	385,000
Price(s):	Volume(s):					
6.5 pence	385,000					
d)	Aggregated information  - Aggregated volume  - Price	N/A				
e)	Date of the transaction	26/09/2016				
f)	Place of the transaction	London Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Dave Clarke
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Commercial Officer of mporium Group plc
b)	Initial notification /Amendment	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	mporium Group plc
b)	LEI	n/a

4	<b>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</b>					
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 0.5p each ("Ordinary Shares")  ISIN Code: GB00BGDW0L56				
b)	Nature of the transaction	Acquisition of shares				
c)	Price(s) and volume(s)	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Price(s):</td> <td style="width: 50%;">Volume(s):</td> </tr> <tr> <td>6.5 pence</td> <td>385,000</td> </tr> </table>	Price(s):	Volume(s):	6.5 pence	385,000
Price(s):	Volume(s):					
6.5 pence	385,000					
d)	Aggregated information  - Aggregated volume  - Price	N/A				
e)	Date of the transaction	26/09/2016				
f)	Place of the transaction	London Stock Exchange				