

CYBG PLC
(Company)

3 March 2017

NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

The Company announces that on 2 March 2017 the following Directors and PDMRs received ordinary shares in CYBG PLC and sold a portion of the shares received to cover their respective tax liabilities and sale costs. The shares released relate to 2015 upfront and deferred Bonus awards granted in February 2016 under the CYBG Deferred Equity Plan (Plan).

Executive Directors	Number of shares released
Debbie Crosbie	115,283
David Duffy	115,284
Ian Smith	105,529

PDMRs	Number of shares released
Helen Page	47,035
James Peirson	39,196

This announcement is made in accordance with the requirements of the FCA's DTR Disclosure Guidance and Transparency Rules Sourcebook and EU Market Abuse Regulation.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Debbie Crosbie
2	Reason for the notification	
a)	Position/status	Executive Director
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	CYBG PLC
b)	LEI	213800ZK9VGCYYR6O495
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	Ordinary shares of £0.10 each

CYBG PLC is registered in England and Wales (company number: **09595911**) and as a foreign company in Australia (**ARBN 609 948 281**) and has its registered office at 20 Merrion Way, Leeds, West Yorkshire LS2 8NZ

	instrument Identification code	GB00BD6GN030												
b)	Nature of the transaction	(1) Release of 2015 upfront share bonus awards under the CYBG Deferred Equity Plan (2) Release of 2015 deferred bonus awards under the CYBG Deferred Equity Plan (3) Portion of the shares received to cover tax liabilities and sale costs												
c)	Price(s) and volume(s)	<table> <tr> <td></td><td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td>(1)</td><td>Nil-consideration</td><td>92,227</td></tr> <tr> <td>(2)</td><td>Nil-consideration</td><td>23,056</td></tr> <tr> <td>(3)</td><td>£2.643</td><td>54,374</td></tr> </table>		Price(s)	Volume(s)	(1)	Nil-consideration	92,227	(2)	Nil-consideration	23,056	(3)	£2.643	54,374
	Price(s)	Volume(s)												
(1)	Nil-consideration	92,227												
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(3)	£2.643	54,374												
d)	Aggregated information - Aggregated volume - Price	N/A												
e)	Date of the transaction	All transactions took place on 2 March 2017												
f)	Place of the transaction	London / London Stock Exchange (LON:LSE)												

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	David Duffy
2	Reason for the notification	
a)	Position/status	Executive Director
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	CYBG PLC
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a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.10 each GB00BD6GN030									
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1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Ian Smith
2	Reason for the notification	
a)	Position/status	Executive Director
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	CYBG PLC

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1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Helen Page
2	Reason for the notification	
a)	Position/status	PDMR
b)	Initial notification	Initial Notification

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(1)	Nil-consideration	47,035									
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1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	James Peirson
2	Reason for the notification	
a)	Position/status	PDMR

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b)	Initial notification /Amendment	Initial Notification									
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