

CYBG PLC
(Company)

10 March 2017

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

The Company announces that on 9 March 2017 the following Directors and PDMRs were granted the awards noted below under the CYBG Deferred Equity Plan (**DEP**) and the CYBG Long Term Incentive Plan (**LTIP**).

The number of rights awarded was based on the average middle market share price over the three days before grant, being £2.6603.

DEP 2016 Deffered Bonus Awards

- 2016 deferred bonus awards in the form of rights to acquire CYBG PLC Ordinary Shares of £0.10 each which vest over three years in line with the requirements of the PRA Remuneration Code; and
- 2016 upfront share bonus awards in the form of rights to acquire CYBG PLC Ordinary Shares of £0.10 each which will be released after six months in line with the requirements of the PRA Remuneration Code.

During the vesting periods and holding periods, all of the above awards carry a right to receive dividend equivalents, to the extent that the awards vest.

LTIP 2016 Long Term Incentive Plan Awards

The awards relate to the 2016 LTIP which will vest on the third anniversary of grant subject to performance conditions. During the vesting periods and holding periods, the awards will carry a right to receive dividend equivalents, to the extent that the awards vest.

DEP Commencement Awards

The awards will vest between September 2017 and September 2019. During the vesting periods and holding periods, the awards will carry a right to receive dividend equivalents, to the extent that the awards vest.

Summary of Awards

Executive Directors	Number of shares awarded under the DEP	Number of shares awarded under the LTIP
Debbie Crosbie	85,309	169,153
David Duffy	189,508	375,897
Ian Smith	87,208	172,912

PDMRs	Number of shares awarded under the DEP	Number of shares awarded under the LTIP	Number of shares awarded under the DEP Commencement Awards
Kate Guthrie	28,380	114,648	-
Enda Johnson	35,898	101,492	-
Fergus Murphy	27,816	131,564	-
Gavin Opperman	48,678	142,841	-
Helen Page	29,507	105,251	-
James Peirson	26,312	77,058	-
Mark Thundercliffe	-	140,961	24,884

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 instrument	Ordinary shares of £0.10 each
	Identification code	GB00BD6GN030
b)	Nature of the transaction	1) Grant in relation to the 2016 upfront share bonus awards under the DEP 2) Grant in relation to the 2016 deferred bonus awards under the DEP 3) Grant in relation to the 2016 LTIP under the LTIP
c)	Price(s) and volume(s)	

			Price(s)	Volume(s)
		1	£2.6603	50,013
		2	£2.6603	35,296
		3	£2.6603	169,153
d)	Aggregated information	N/A		
e)	Date of the transaction	9 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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c)	Price(s) and volume(s)		Price(s)	Volume(s)
		1	£2.6603	111,209
		2	£2.6603	78,299
		3	£2.6603	375,897
d)	Aggregated information	N/A		
e)	Date of the transaction	9 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	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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	Price(s)	Volume(s)												
1	£2.6603	51,122												
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d)	Aggregated information	N/A												
e)	Date of the transaction	9 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	Kate Guthrie
2	Reason for the notification	
a)	Position/status	PDMR
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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c)	Price(s) and volume(s)		Price(s)	Volume(s)
		1	£2.6603	28,380
		2	£2.6603	114,648
d)	Aggregated information	N/A		
e)	Date of the transaction	9 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	Enda Johnson	
2	Reason for the notification		
a)	Position/status	PDMR	
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	
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	Identification code	GB00BD6GN030	
b)	Nature of the transaction	1) Grant in relation to the 2016 upfront share bonus awards under the DEP 2) Grant in relation to the 2016 LTIP under the LTIP	
c)	Price(s) and volume(s)		Price(s) Volume(s)

		1	£2.6603	35,898
		2	£2.6603	101,492
d)	Aggregated information	N/A		
e)	Date of the transaction	9 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	Fergus Murphy							
2	Reason for the notification								
a)	Position/status	PDMR							
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							
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	Price(s)	Volume(s)							
1	£2.6603	27,816							

		2	£2.6603	131,564	
d)	Aggregated information	N/A			
e)	Date of the transaction	9 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	Gavin Opperman												
2	Reason for the notification													
a)	Position/status	PDMR												
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												
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	Price(s)	Volume(s)												
1	£2.6603	48,678												
2	£2.6603	142,841												
d)	Aggregated information	N/A												

e)	Date of the transaction	9 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	Helen Page										
2	Reason for the notification											
a)	Position/status	PDMR										
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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	Price(s)	Volume(s)										
1	£2.6603	29,507										
2	£2.6603	105,251										
d)	Aggregated information	N/A										
e)	Date of the transaction	9 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	James Peirson										
2	Reason for the notification											
a)	Position/status	PDMR										
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										
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1	Details of the person discharging managerial responsibilities / person closely associated											
a)	Name	Mark Thundercliffe										
2	Reason for the notification											
a)	Position/status	PDMR										
b)	Initial notification /Amendment	Initial Notification										
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor											
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	Price(s)	Volume(s)										
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2	£2.6603	24,884										
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