

CYBG PLC
(Company)

21 June 2017

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

The Company announces that on 20 June 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 the FY16 Bonus Upfront Award under the CYBG Deferred Equity Plan (Plan) which were granted on 9 March 2017.

Executive Directors	Number of shares released
Debbie Crosbie	50,013
David Duffy	111,209
Ian Smith	51,122

PDMRs	Number of shares released
Kate Guthrie	28,380
Enda Johnson	35,898
Fergus Murphy	27,816
Gavin Opperman	48,678
Helen Page	29,507
James Peirson	26,312

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	

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

	transactions have been conducted								
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.10 each GB00BD6GN030							
b)	Nature of the transaction	(1) Release of FY16 Bonus Upfront Awards under the CYBG Deferred Equity Plan							
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>50,013</td></tr></table>			Price(s)	Volume(s)	(1)	Nil-consideration	50,013
	Price(s)	Volume(s)							
(1)	Nil-consideration	50,013							
d)	Aggregated information - Aggregated volume - Price	N/A							
e)	Date of the transaction	All transactions took place on 20 June 2017							
f)	Place of the transaction	London / London Stock Exchange (LON:LSE)							
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 Identification code	Ordinary shares of £0.10 each GB00BD6GN030							
b)	Nature of the transaction	(2) Shares sold 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>(2)</td><td>£2.796941</td><td>23,589</td></tr></table>			Price(s)	Volume(s)	(2)	£2.796941	23,589
	Price(s)	Volume(s)							
(2)	£2.796941	23,589							
d)	Aggregated information - Aggregated volume - Price	N/A							

e)	Date of the transaction	All transactions took place on 20 June 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							
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							
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	Price(s)	Volume(s)							
(1)	Nil-consideration	111,209							
d)	Aggregated information	N/A							
	- Aggregated volume								
	- Price								

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	Price(s)	Volume(s)								
(2)	£2.796941	52,452								
d)	Aggregated information - Aggregated volume - Price	N/A								
e)	Date of the transaction	All transactions took place on 20 June 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

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 Identification code	Ordinary shares of £0.10 each GB00BD6GN030								
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	Price(s)	Volume(s)								
(1)	Nil-consideration	51,122								
d)	Aggregated information - Aggregated volume - Price	N/A								
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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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c)	Price(s) and volume(s)	<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>(2)</td><td>£2.796941</td><td>24,112</td></tr></table>				Price(s)	Volume(s)	(2)	£2.796941	24,112
	Price(s)	Volume(s)								
(2)	£2.796941	24,112								
d)	Aggregated information	N/A								

	- Aggregated volume - Price	
e)	Date of the transaction	All transactions took place on 20 June 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						
b)	LEI	213800ZK9VGCYYR6O495						
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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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	Price(s)	Volume(s)						
(1)	Nil-consideration	28,380						
d)	Aggregated information - Aggregated volume	N/A						

	- Price							
e)	Date of the transaction	All transactions took place on 20 June 2017						
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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 Identification code	Ordinary shares of £0.10 each GB00BD6GN030						
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	Price(s)	Volume(s)						
(2)	£2.796941	13,386						
d)	Aggregated information - Aggregated volume - Price	N/A						
e)	Date of the transaction	All transactions took place on 20 June 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							
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 Identification code	Ordinary shares of £0.10 each GB00BD6GN030							
b)	Nature of the transaction	(1) Release of FY16 Bonus Upfront Awards under the CYBG Deferred Equity Plan							
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>35,898</td></tr></table>			Price(s)	Volume(s)	(1)	Nil-consideration	35,898
	Price(s)	Volume(s)							
(1)	Nil-consideration	35,898							
d)	Aggregated information - Aggregated volume - Price	N/A							
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	Price(s)	Volume(s)							

		(2)	£2.796941	16,932	
d)	Aggregated information - Aggregated volume - Price	N/A			
e)	Date of the transaction	All transactions took place on 20 June 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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		(1)	Nil-consideration	27,816
d)	Aggregated information - Aggregated volume - Price	N/A		
e)	Date of the transaction	All transactions took place on 20 June 2017		
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a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.10 each GB00BD6GN030		
b)	Nature of the transaction	(2) Shares sold to cover tax liabilities and sale costs		
c)	Price(s) and volume(s)		Price(s)	Volume(s)
		(2)	£2.796941	13,120
d)	Aggregated information - Aggregated volume - Price	N/A		
e)	Date of the transaction	All transactions took place on 20 June 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						
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	Price(s)	Volume(s)						
(1)	Nil-consideration	48,678						
d)	Aggregated information - Aggregated volume - Price	N/A						
e)	Date of the transaction	All transactions took place on 20 June 2017						
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a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of £0.10 each GB00BD6GN030						
b)	Nature of the transaction	(2) Shares sold 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>(2)</td><td>£2.796941</td><td>22,960</td></tr> </table>		Price(s)	Volume(s)	(2)	£2.796941	22,960
	Price(s)	Volume(s)						
(2)	£2.796941	22,960						
d)	Aggregated information - Aggregated volume - Price	N/A						
e)	Date of the transaction	All transactions took place on 20 June 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
b)	LEI	213800ZK9VGCYYR6O495
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b)	Nature of the transaction	(1) Release of FY16 Bonus Upfront Awards under the CYBG Deferred Equity Plan

c)	Price(s) and volume(s)		Price(s)	Volume(s)
		(1)	Nil-consideration	29,507
d)	Aggregated information - Aggregated volume - Price	N/A		
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b)	Nature of the transaction	(2) Shares sold to cover tax liabilities and sale costs		
c)	Price(s) and volume(s)		Price(s)	Volume(s)
		(2)	£2.796941	13,917
d)	Aggregated information - Aggregated volume - Price	N/A		
e)	Date of the transaction	All transactions took place on 20 June 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						
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	Price(s)	Volume(s)						
(1)	Nil-consideration	26,312						
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	Identification code	GB00BD6GN030										
b)	Nature of the transaction	(2) Shares sold to cover tax liabilities and sale costs										
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(2)	£2.796941	12,411										
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