

4 April 2017

FRANCHISE BRANDS PLC

("Franchise Brands" or the "Company")

Director/PDMR shareholding

Franchise Brands plc, a multi-brand international franchisor, has been informed that on 3 April 2017, David Poutney (Non-Executive Director of the Company) acquired 10,000 ordinary shares of 0.5 pence each in the Company for nil consideration from the estate of a deceased relative. As a result, Mr Poutney is now beneficially interested in 616,060 ordinary shares of 0.5 pence each in the Company, representing approximately 1.29 per cent. of the Company's issued ordinary share capital.

- Ends -

For further information, please contact:

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(Nominated Adviser and Joint Broker)
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(Joint Broker)
James Serjeant / Neil Badger

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

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	David John Poutney	
2	Reason for the notification		
a)	Position/status	Non-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	Franchise Brands plc	
b)	LEI	n/a	
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 0.5p each	
	Identification code	ISIN code: GB00BD6P7Y24	
b)	Nature of the transaction		
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil consideration	10,000
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	3 April 2017	
f)	Place of the transaction	Outside a trading venue	