

28 June 2017

FRANCHISE BRANDS PLC

("Franchise Brands" or the "Company")

Director/PDMR shareholding

Franchise Brands plc, a multi-brand international franchisor, announces that the Company's Marketing Director, Robin Auld has today sold 100,000 shares of 0.5 pence each in the Company at a price of 87 pence per share.

Following this disposal, Mr Auld is interested in 846,195 ordinary shares of 0.5 pence each in the Company, representing approximately 1.09 per cent. of the Company's issued ordinary share capital.

- Ends -

For further information, please contact:

Franchise Brands plc + 44 (0) 800 012 6462
Stephen Hemsley, Executive Chairman
Julia Choudhury, Corporate Development Director

Allenby Capital Limited +44 (0) 20 3328 5656
(Nominated Adviser and Joint Broker)
Jeremy Porter/ James Thomas / Liz Kirchner

Dowgate Capital Stockbrokers +44 (0)1293 517744
(Joint Broker)
James Serjeant / Neil Badger

MHP Communications +44 (0) 20 3128 8100
(Financial PR) franchisebrands@mhpc.com

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	Robin Nigel Auld
2	Reason for the notification	
a)	Position/status	Marketing 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)
		87 pence	100,000
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	28 June 2017	
f)	Place of the transaction	London Stock Exchange, AIM	