

14 September 2017

Franchise Brands plc
 ("Franchise Brands", the "Company" or "Group")

Director/PDMR shareholding

Franchise Brands plc (AIM: FRAN) has been informed that Chris Dent, Chief Financial Officer of the Group, has today purchased 15,000 ordinary shares in the Company ("Ordinary Shares") at a price of 64.5p per share. Following this purchase, Mr Dent now has a total beneficial interest in 15,000 Ordinary Shares, equivalent to 0.02% of the Company's issued share capital.

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	Chris Dent	
2	Reason for the notification		
a)	Position/status	Chief Financial Officer	
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 Identification code	Ordinary shares of 0.5p each in Franchise Brands plc Identification code (ISIN) for Franchise Brands plc ordinary shares: GB00BD6P7Y24	
b)	Nature of the transaction	Purchase of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		64.5p	15,000
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	14 September 2017	
f)	Place of the transaction	London Stock Exchange, AIM (XLON)	

The information set out in this announcement is provided in accordance with the requirements of Article 19(3) of the EU Market Abuse Regulation No 596/2014.

Enquiries:

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