

15 September 2017

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

**Director/PDMR shareholding**

Franchise Brands plc (AIM: FRAN) has been informed that three directors of the Company purchased ordinary shares in the Company ("Ordinary Shares") yesterday at a price of 62p per share as follows:

Stephen Hemsley, Executive Chairman of the Company, has purchased 85,000 Ordinary Shares and now has a total beneficial interest in 20,548,117 Ordinary Shares, equivalent to 26.43% of the Company's issued share capital.

Glengrace Limited, a company which is owned by Nigel Wray, Non-Executive Director of the Company, has purchased 85,000 Ordinary Shares and Nigel Wray now has a total beneficial interest in 21,628,120 Ordinary Shares, equivalent to 27.82% of the Company's issued share capital.

David Poutney, Non-Executive Director of the Company, has purchased 85,000 Ordinary Shares and now has a total beneficial interest in 2,108,970 Ordinary Shares, equivalent to 2.71% of the Company's issued share capital.

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

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Stephen Hemsley	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Executive Chairman	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Franchise Brands plc	
b)	LEI	n/a	
<b>4</b>	<b>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</b>		
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)

		62p	85,000	
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)		

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>			
a)	Name	Nigel Wray		
<b>2</b>	<b>Reason for the notification</b>			
a)	Position/status	Non-Executive Director		
b)	Initial notification /Amendment	Initial notification		
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>			
a)	Name	Franchise Brands plc		
b)	LEI	n/a		
<b>4</b>	<b>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</b>			
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)	
		62p	85,000	
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)		

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>			
a)	Name	David Poutney		
<b>2</b>	<b>Reason for the notification</b>			
a)	Position/status	Non-Executive Director		
b)	Initial notification /Amendment	Initial notification		

<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Franchise Brands plc	
b)	LEI	n/a	
<b>4</b>	<b>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</b>		
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)
		62p	85,000
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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