

4 September 2018

**FRANCHISE BRANDS PLC**

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

**Director/PDMR shareholding**

Franchise Brands (AIM: FRAN) has been informed that David Poutney, Non-Executive Director of the Company, on 3 September 2018 purchased 60,000 ordinary shares in the Company ("Ordinary Shares") at a price of 80p pence per share.

Following this purchase, Mr Poutney now controls a total of 3,310,791 Ordinary Shares, equivalent to 4.26% of the Company's issued share capital.

For further information, please contact:

**Franchise Brands plc** **+44 (0) 1562 826705**  
Stephen Hemsley, Executive Chairman  
Chris Dent, Chief Financial Officer  
Julia Choudhury, Corporate Development Director

**Allenby Capital Limited (Nominated Adviser and Joint Broker)** **+44 (0) 203 328 5656**  
Jeremy Porter/ Liz Kirchner

**Dowgate Capital Stockbrokers (Joint Broker)** **+44 (0) 203 903 7715**  
James Serjeant / Colin Climie

**MHP Communications (Financial PR)** **+44 (0) 203 128 8100**  
Katie Hunt

**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	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	213800CFRX6CJ8LCKN37
<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)
		80p	60,000
d)	Aggregated information - Aggregated volume - Price	[n/a]	
e)	Date of the transaction	3 September 2018	
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.