

25 November 2020

## **IG Design Group PLC**

(the "Company", the "Group" or "Design Group")

### **Director/PDMR Shareholding**

IG Design Group plc announces that on 24 November 2020 Lance Burn, an Executive Director of the Company, exercised 188,523 options over ordinary shares of 5 pence each in the Company ("**Ordinary Shares**") for nil cost. Following the exercise Mr Burn sold the 188,523 Ordinary Shares at a price of 580 pence per share on 24 November 2020. Following the exercise and sale of Ordinary Shares, Mr Burn continues to have no beneficial shareholding in the Ordinary Shares of the Company.

The Company also announces that John Charlton, Non-Executive Chairman of the Company, sold 200,000 Ordinary Shares at a price of 580 pence per share from his pension fund on 24 November 2020. Following the sale of Ordinary Shares, Mr Charlton holds 99,616 Ordinary Shares in the Company, representing 0.1 per cent. of the issued share capital.

Finally, the Company announces that Elaine Bond, Non-Executive Director of the Company, sold 15,000 Ordinary Shares at a price of 572 pence per share on 24 November 2020. Following the sale of Ordinary Shares, Ms Bond holds 4,301 Ordinary Shares in the Company, representing less than 0.1 per cent. of the issued share capital.

#### **For further information:**

**IG Design Group plc** 01525 887310  
Paul Fineman, Chief Executive  
Giles Willits, Chief Financial Officer

**Canaccord Genuity Limited** 020 7523 8000  
Bobbie Hilliam, NOMAD  
Alex Ayles, Sales

**Alma PR**  
Rebecca Sanders-Hewett 020 3405 0205  
Susie Hudson [designgroup@almapr.co.uk](mailto:designgroup@almapr.co.uk)  
Sam Modlin

#### **About IG Design Group plc**

IG Design Group plc, the largest consumer gift packaging business in the world, is a designer, innovator and manufacturer of products that help people celebrate life's special occasions. Design Group works with more than 11,000 customers in over 80 countries throughout the UK, Europe, Australia and the USA.

Its products are found in over 210,000 retail outlets, including several of the world's biggest retailers, for example Walmart, Target, Amazon, Costco, Lidl and Aldi. Its brand, Tom Smith, also holds the Royal Warrant for the supply of Christmas crackers and Christmas wrapping paper to the Royal family. Design Group is a diverse business operating across multiple regions, categories, seasons and brands.

Its five major product categories are: Celebrations, Craft, Stationery and Creative Play, Gifting, and Not-for-resale consumables. It offers customers a full end-to-end service from design through to distribution, offering both branded and bespoke products from the value-focused through to the higher-margin ends of the market.

The Company was admitted to the Alternative Investment Market of the London Stock Exchange in 1995 under the name 'International Greetings plc' and rebranded to IG Design Group plc in 2016. For further information please visit [www.thedesigngroup.com](http://www.thedesigngroup.com) .

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Lance Burn	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/Status:	Executive Director	
b)	Initial Notification/Amendment:	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor</b>		
a)	Name:	IG Design Group plc	
b)	LEI:	213800XIF4R73HAM8S36	
<b>4.</b>	<b>Details of 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: Identification code:	Ordinary Shares of 5 pence each ISIN: GB00BFH55S51	
b)	Nature of the transaction:	Exercise of options over Ordinary Shares for nil cost	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		-	188,523
d)	Aggregated volume: Price:	n/a single transaction	
e)	Date of the Transaction:	24 November 2020	
f)	Place of the Transaction:	London Stock Exchange (XLON); AIM	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Lance Burn	
<b>2</b>	<b>Reason for the notification</b>		

a)	Position/Status:	Executive Director	
b)	Initial Notification/Amendment:	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor</b>		
a)	Name:	IG Design Group plc	
b)	LEI:	213800XIF4R73HAM8S36	
<b>4.</b>	<b>Details of 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: Identification code:	Ordinary Shares of 5 pence each ISIN: GB00BFH55S51	
b)	Nature of the transaction:	Sale of Ordinary Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		580 pence	188,523
d)	Aggregated volume: Price:	n/a single transaction	
e)	Date of the Transaction:	24 November 2020	
f)	Place of the Transaction:	London Stock Exchange (XLON); AIM	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	John Charlton	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/Status:	Non-Executive Chairman	
b)	Initial Notification/Amendment:	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor</b>		
a)	Name:	IG Design Group plc	
b)	LEI:	213800XIF4R73HAM8S36	
<b>4.</b>	<b>Details of 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: Identification code:	Ordinary Shares of 5 pence each ISIN: GB00BFH55S51	
b)	Nature of the transaction:	Sale of Ordinary Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		580 pence	200,000
d)	Aggregated volume: Price:	n/a – single transaction	
e)	Date of the Transaction:	24 November 2020	
f)	Place of the Transaction:	London Stock Exchange (XLON); AIM	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Elaine Bond	
<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 participation, auction platform, auctioneer or auction monitor</b>		
a)	Name:	IG Design Group plc	
b)	LEI:	213800XIF4R73HAM8S36	
<b>4.</b>	<b>Details of 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: Identification code:	Ordinary Shares of 5 pence each ISIN: GB00BFH55S51	
b)	Nature of the transaction:	Sale of Ordinary Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		572 pence	15,000

d)	Aggregated volume: Price:	n/a – single transaction
e)	Date of the Transaction:	24 November 2020
f)	Place of the Transaction:	London Stock Exchange (XLON); AIM