

22 February 2021

IG Design Group plc
(**"Design Group"**, the **"Company"** or the **"Group"**)

Confirmation of Grant of Awards

Further to the announcement on 8 January 2021 the Company can confirm that, on 19 February 2021, the 'persons discharging managerial responsibilities' ("**PDMRs**") of the Company set out below were granted awards under its Value Creation Scheme ("**VCS**").

The PDMR awards, expressed as a percentage of the VCS Pool, are set out below.

PDMR	% allocation of VCS Pool
Paul Fineman	17.5%
Giles Willits	12.5%
Lance Burn	7.5%

In total, awards relating in aggregate to an 87.3% allocation of the VCS Pool have been granted under the VCS to over 80 senior management employees across the group.

The full terms and conditions of the VCS, including relevant performance criteria and maximum awards, are set out in the Company announcement dated 8 January 2021.

For further information, please contact:

IG Design Group plc

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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, Gifting, Craft & creative play, Stationery 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.

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:	Paul Fineman	
2	Reason for the notification		
a)	Position/Status:	Chief Executive Officer	
b)	Initial Notification/Amendment:	Initial Notification	
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor		
a)	Name:	IG Design Group plc	
b)	LEI:	213800J8I5XDZ3JU8496	
4.	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.		
a)	Description of the financial instrument: Identification code:	Ordinary shares of 5 pence each ISIN: GB0004526900	
b)	Nature of the transaction:	Grant of awards under the IG Design Value Creation Scheme	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		Nil-cost	Such number of Shares as equals 17.5% of the VCS Pool
d)	Aggregated volume: Price:	N/A	
e)	Date of the Transaction:	19 February 2021	
f)	Place of the Transaction:	Outside a trading venue	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Giles Willits	
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 participation, auction platform, auctioneer or auction monitor		
a)	Name:	IG Design Group plc	
b)	LEI:	213800J8I5XDZ3JU8496	
4.	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.		
a)	Description of the financial instrument: Identification code:	Ordinary shares of 5 pence each ISIN: GB0004526900	
b)	Nature of the transaction:	Grant of awards over ordinary shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		Nil-cost	Such number of Shares as equals 12.5% of the VCS Pool
d)	Aggregated volume: Price:	N/A	
e)	Date of the Transaction:	19 February 2021	
f)	Place of the Transaction:	Outside a trading venue	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Lance Burn	
2	Reason for the notification		
a)	Position/Status:	Executive Director	
b)	Initial Notification/Amendment:	Initial Notification	
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor		
a)	Name:	IG Design Group plc	
b)	LEI:	213800J8I5XDZ3JU8496	
4.	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.		
a)	Description of the financial instrument: Identification code:	Ordinary shares of 5 pence each ISIN: GB0004526900	
b)	Nature of the transaction:	Grant of awards over ordinary shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		Nil-cost	Such number of Shares as equals 7.5% of the VCS Pool
d)	Aggregated volume: Price:	N/A	
e)	Date of the Transaction:	19 February 2021	
f)	Place of the Transaction:	Outside a trading venue	