

29 June 2022

## **IG Design Group plc**

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

### **Director/PDMR Shareholding**

IG Design Group plc (**AIM: IGR**) has been informed of purchases of ordinary shares in the capital of the Company ("Ordinary Shares") by certain executive and non-director directors of the Company on 28 June 2022. Details of the purchases are set out below:

- Anders Hedlund, Non-Executive Director, purchased 75,000 Ordinary Shares at a price of 78.7 pence per Ordinary Share. Mr. Hedlund purchased these shares in his personal capacity. Following this transaction, Mr. Hedlund and parties connected to him are interested in 22,893,994 Ordinary Shares representing 23.5 per cent of issued share capital of the Company\*.
- Stewart Gilliland, Interim Executive Chair, purchased 50,000 Ordinary Shares at a price of 72.8 pence per Ordinary Share. Following this transaction, Mr. Gilliland has an interest in 57,500 Ordinary Shares, representing 0.06 per cent of issued share capital of the Company.
- Lance Burn, Interim COO, purchased 25,679 Ordinary Shares at a price of 77.8 pence per Ordinary Share. Following this transaction, Mr. Burn has an interest in 25,679 Ordinary Shares, representing 0.03 per cent of issued share capital of the Company
- Mark Tentori, Senior Independent Director, purchased 28,554 Ordinary Shares at a price of 70.0 pence per Ordinary Share. Following this transaction, Mr. Tentori has an interest in 39,665 Ordinary Shares, representing 0.04 per cent per cent of issued share capital of the Company.
- Clare Askem, Non-Executive Director, purchased 24,096 Ordinary Shares at an average price of 83.0 pence per Ordinary Share. Following this transaction, Ms. Askem has an interest in 24,096 Ordinary Shares, representing 0.02 per cent of issued share capital of the Company.

\* In addition to Mr. Hedlund and parties connected to him (being the "Hedlund Family") beneficial interest set out above the Hedlund Family is also interested in a further 900,790 ordinary shares, representing a further 0.9 per cent of the current issued share capital of the Company. These ordinary shares are held by West Coast Trust, a trust for the benefit of Anders Hedlund's adult children. In total, following the purchase of 75,000 Ordinary Shares the Hedlund family is interested in 22,893,994 ordinary shares, representing 23.5 per cent of the current issued share capital of Company.

**For further information please contact:**

**IG Design Group plc**  
Paul Bal, CFO

Tel: +44 (0)1525 887310

**Canaccord Genuity Limited (NOMAD and Broker)**

Bobbie Hilliam - NOMAD

Alex Ayles - Sales

Tel: +44 (0)20 7523 8000

**Alma PR**

Rebecca Sanders-Hewett

Susie Hudson

Sam Modlin

Tel: +44 (0)20 3405 0205

**Notification and public disclosure of transactions by person 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	Anders Hedlund
<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	IG Design Group plc
b)	LEI	213800J8I5XDZ3JU8496

4	<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 0.5 pence each  ISIN: GB0004526900				
b)	Nature of the transaction	Purchase of Ordinary Shares				
c)	Price(s) and volume(s)	<table border="1" data-bbox="448 880 1078 1216"> <thead> <tr> <th data-bbox="448 880 794 1014">Price(s)</th> <th data-bbox="794 880 1078 1014">Volume(s)</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 1014 794 1216">78.7p</td> <td data-bbox="794 1014 1078 1216">75,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	78.7p	75,000
Price(s)	Volume(s)					
78.7p	75,000					
d)	Aggregated information  - Aggregated volume  - Price	N/A – single transaction				
e)	Date of the transaction	28 June 2022				
f)	Place of the transaction	LSE				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Stewart Gilliland
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Interim Executive Chair
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	IG Design Group plc
b)	LEI	213800J8I5XDZ3JU8496
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a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 0.5 pence each  ISIN: GB0004526900
b)	Nature of the transaction	Purchase of Ordinary Shares

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		72.8p	50,000
d)	Aggregated information - Aggregated volume - Price	N/A – single transaction	
e)	Date of the transaction	28 June 2022	
f)	Place of the transaction	LSE	

<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	Interim COO
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	IG Design Group plc				
b)	LEI	213800J8I5XDZ3JU8496				
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77.8p	25,679					
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e)	Date of the transaction	28 June 2022
f)	Place of the transaction	LSE

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Mark Tentori
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Senior Independent 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	IG Design Group plc
b)	LEI	213800J8I5XDZ3JU8496
<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	Ordinary shares of 0.5 pence each

	instrument, type of instrument  Identification code	ISIN: GB0004526900					
b)	Nature of the transaction	Purchase of Ordinary Shares					
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>70.0p</td> <td>28,554</td> </tr> </tbody> </table>		Price(s)	Volume(s)	70.0p	28,554
Price(s)	Volume(s)						
70.0p	28,554						
d)	Aggregated information  - Aggregated volume  - Price	N/A – single transaction					
e)	Date of the transaction	28 June 2022					
f)	Place of the transaction	LSE					

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Clare Askem



<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	IG Design Group plc				
b)	LEI	213800J8I5XDZ3JU8496				
<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>					
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c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>83.0p</td> <td>24,096</td> </tr> </tbody> </table>	Price(s)	Volume(s)	83.0p	24,096
Price(s)	Volume(s)					
83.0p	24,096					

d)	Aggregated information  - Aggregated volume  - Price	N/A – single transaction
e)	Date of the transaction	28 June 2022
f)	Place of the transaction	LSE