

DIRECTOR/PDMR SHAREHOLDING

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Swallowfield PLC
20 June 2018

Swallowfield plc

("Swallowfield" or "the Company")

Director/PDMR Shareholding

Swallowfield plc, a market leader in the development, formulation, and supply of personal care and beauty products, including its own portfolio of brands announces that it has received notification that on 19 June 2018 Tim Perman, CEO Designate, purchased 12,000 ordinary shares of 5p each in the Company at a price of 324 pence per share and Matthew Gazzard, Group Finance Director, purchased 3,000 ordinary shares of 5p each in the Company at a price of 324 pence per share.

Following the purchases Tim Perman retains a beneficial interest in 12,000 ordinary shares representing 0.07% of the current issued share capital of the Company and Matthew Gazzard retains a beneficial interest in 3,000 ordinary shares representing 0.02% of the current issued share capital of the Company.

For further information, please contact:		
Swallowfield plc		
Chris How	Chief Executive Officer	01823 662 241
Matthew Gazzard	Group Finance Director	01823 662 241
Mark Taylor/ Jen Boorer	N+1 Singer	0207 496 3000
Josh Royston / Hilary Buchanan	Alma PR	07780 901979

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	Tim Perman
2	Reason for the notification	
a)	Position/status	CEO Designate
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Swallowfield plc
b)	LEI	213800BSD8D9QEUKCE17
4	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	
a)	Description of the financial instrument, type of instrument	Ordinary Shares of 5 pence each
	Identification code	GB0008667304

b)	Nature of the transaction	Purchase of ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		324 pence	12,000
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	19 th June 2018	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Matthew Gazzard	
2	Reason for the notification		
a)	Position/status	Group Finance Director	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Swallowfield plc	
b)	LEI	213800BSD8D9QEUKCE17	
4	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		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of 5 pence each GB0008667304	
b)	Nature of the transaction	Purchase of ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		324 pence	3,000
d)	Aggregated information - Aggregated volume	N/A	

	- Price	
e)	Date of the transaction	19 th June 2018
f)	Place of the transaction	London Stock Exchange

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