

DIRECTOR/PDMR DEALING

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Swallowfield PLC
30 July 2018

Swallowfield plc

("Swallowfield" or "the Company")

Director/PDMR Dealing

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 Roger McDowell, Non-executive Director, has purchased 36,250 Ordinary Shares of 5 pence each in the Company at a price of 269 pence per Ordinary Share as set out in further detail below.

For further information, please contact:		
Swallowfield plc		
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Mark Taylor/ Jen Boorer	N+I Singer	0207 496 3000
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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	Roger McDowell
2	Reason for the notification	
a)	Position/status	Non-executive 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	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)
		269 pence per Ordinary Share	36,250
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	25 July 2018	
f)	Place of the transaction	London Stock Exchange	

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