

## DIRECTOR/PDMR DEALING

Released : 30/07/18 11:55

RNS Number : 1761W  
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 8,666 Ordinary Shares of 5 pence each in the Company at a price of 270 pence per Ordinary Share as set out in further detail below.

<b>For further information, please contact:</b>		
<b>Swallowfield plc</b>		
Tim Peman	Chief Executive Officer	01823 662 241
Matthew Gazzard	Group Finance Director	01823 662 241
Mark Taylor/ Jen Boorer	N+I 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:

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Roger McDowell
<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	Swallowfield plc
b)	LEI	213800BSD8D9QEUKCE17
<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 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)
		270 pence per Ordinary Share	8,666
d)	Aggregated information  - Aggregated volume  - Price	N/A	
e)	Date of the transaction	27 July 2018	
f)	Place of the transaction	London Stock Exchange	

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@lseg.com](mailto:rns@lseg.com) or visit [www.rns.com](http://www.rns.com).

END

DSHKMGFNGGFGRZM