

## EXERCISE OF OPTIONS, PDMR DEAL AND TVR

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Swallowfield PLC

27 March 2018

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**Swallowfield plc**  
("Swallowfield", the "Company" or the "Group")

### Exercise of options/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 the exercise of options in aggregate over 270,141 ordinary shares of 5 pence each ("Ordinary Shares") at an exercise price of 95 pence per Ordinary Share (the "Options"). Details of the exercise of the Options are as follows:

Director	Number of share options exercised	Number of shares held in Swallowfield*	Percentage of the Enlarged Share Capital*
Chris How	136,457	226,434	1.32%
Jane Fletcher	66,842	104,216	0.61%

\* following the issue and allotment of the Options

In addition, 66,842 Options have been exercised by a former director of Swallowfield.

The Options have been exercised under the Company's 2005 Approved and Unapproved Executive Share Option Scheme and 2014 Phantom Share Option Scheme, further details of which are contained in the Group's most recent report and accounts. As announced at the time of initial grant on 8 December 2014, the Phantom Option Scheme was designed to finance the exercise of the Options so that there was no share overhang at the point that the Options were exercised.

Following the exercise of the Options there are now no longer any outstanding options under the executive share options and executive phantom share options granted in December 2014. There remain outstanding options over 64,993 Ordinary Shares pursuant to the grants announced on 18 July 2016 under the Swallowfield plc 2009 Long Term Incentive Plan representing 0.38% of the Enlarged Share Capital of the Company.

#### **Application for admission**

The Group has made an application to the London Stock Exchange for the admission to trading on AIM ("Admission") of the 270,141 new Ordinary Shares to be issued pursuant to the exercise of the Options (the "New Shares"). Admission is expected to occur at 8.00 a.m. on 5 April 2018. On Admission the New Shares will rank pari passu with the Group's existing Ordinary Shares. Following Admission the Group's share capital will comprise 17,135,542 Ordinary Shares (the "Enlarged Share Capital"). This figure represents the total voting rights in the Company and may be used by shareholders as the denominator for the calculations by which they can determine if they are required to notify their interest in, or a change to their interest in the Company under the Financial Conduct Authority's Disclosure and Transparency Rules.

#### **For further information please contact:**

##### **Swallowfield plc**

Chris How	Chief Executive Officer	01823 662 241
Matthew Gazzard	Group Finance Director	01823 662 241

Alex Price	N+1 Singer	020 7496 3000
Jen Boorer		

Josh Royston	Alma PR	020 8004 4218
Hilary Buchanan		
Sam Modlin		

#### **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	Chris How

<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	CEO				
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  Identification code	Ordinary Shares of 5 pence each  GB0008667304				
b)	Nature of the transaction	Exercise of options				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>95 pence</td> <td>136,457</td> </tr> </tbody> </table>	Price(s)	Volume(s)	95 pence	136,457
Price(s)	Volume(s)					
95 pence	136,457					
d)	Aggregated information  - Aggregated volume  - Price	N/A				
e)	Date of the transaction	23/3/2018				
f)	Place of the transaction	London Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Jane Fletcher
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Group Sales And Marketing 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>	

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e)	Date of the transaction	23/3/2018				
f)	Place of the transaction	London Stock Exchange				

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