

Colefax Group Plc (the "Company")

Notification of Transactions of Director and Connected Persons

The Company was notified on 16 March 2021 of the following transfers of ordinary shares in the Company of 10 pence each ("Ordinary Shares"). Robert Barker, Finance Director of Colefax Group Plc transferred 77,367 shares to his wife Julie Barker for nil consideration and 3,500 shares to his adult daughter Sophie Barker for nil consideration. His wife Julie Barker transferred 3,500 shares to their adult daughter Zoe Barker for nil consideration. Following these transfers Robert Barker and Julie Barker each hold 92,840 shares in Colefax Group Plc making a combined total of 185,680 shares representing 2.06% of the issued share capital.

PDMR notification	
1. Details of the Restricted Person / person closely associated with him or her	
a) Name	Robert Barker
2. Reason for the notification	
a. Position/status	Director
b. Initial notification / Amendment	Initial notification
3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a. Name	Colefax Group plc
b. LEI	213800MQYDGZB7DABZ12
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 10 pence each in the capital of Colefax Group plc ("Ordinary Shares")
b) Identification code	ISIN GB0002090453
c) Nature of the transaction	Transfer of Ordinary Shares
d) Price(s) and volume(s)	Price: nil consideration Volume 77,367 Price: nil consideration Volume 3,500
e) Aggregated information:	
i. Aggregated volume	80,867
ii. Price	nil consideration
f) Date of the transaction	16 March 2021
g) Place of the transaction	London Stock Exchange

PDMR notification	
2. Details of the Restricted Person / person closely associated with him or her	
b) Name	Julie Barker, wife of Robert Barker

4. Reason for the notification	
a. Position/status	PCA to Director
b. Initial notification / Amendment	Initial notification
5. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a. Name	Colefax Group plc
b. LEI	213800MQYDGZB7DABZ12
5. 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	
h) Description of the financial instrument, type of instrument	Ordinary shares of 10 pence each in the capital of Colefax Group plc ("Ordinary Shares")
i) Identification code	ISIN GB0002090453
j) Nature of the transaction	Transfer of Ordinary Shares
k) Price(s) and volume(s)	Volume: 3,500 Price: nil consideration
l) Aggregated information:	
i. Aggregated volume	3,500
ii. Price	Nil consideration
m) Date of the transaction	16 March 2021
n) Place of the transaction	London Stock Exchange

Enquiries:

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