

20 July 2018

**Zinc Media Group plc ("Zinc Media" or the "Company")**

**PDMR Share Purchase**

Zinc Media Group plc, the TV and multimedia content producer, announces that on 19 July 2018 Bharti Bhikha, MD of Zinc Communicate, purchased 159,620 ordinary shares in the capital of the Company ("Ordinary Shares") at a price of 0.619p per Ordinary Share.

This purchase of Ordinary Shares represents Bharti's only holding in the capital of the Company, and represents 0.01 per cent. of the voting share capital of the Company.

For further information, please contact:

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David Galan, Chief Executive Officer  
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Mark Taylor / Lauren Kettle

**Peterhouse Corporate Finance Limited (Joint Broker)** **+44 (0) 20 7469 0932**  
Martin Lampshire / Duncan Vasey / Eran Vucker

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Bharti Bhikha	
2	Reason for the notification		
a)	Position/status	MD of Zinc Communicate (PDMR)	
b)	Initial notification /Amendment	Initial	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Zinc Media Group plc	
b)	LEI	21380038V6N4I4P38D74	
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 0.00025 pence each	
	Identification code	GB00BX7RGN99	
b)	Nature of the transaction	Purchase of ordinary shares	
c)	Price(s) and volume(s)	<b>Price</b>	<b>Volume</b>
		0.619p	159,620

d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	19 July 2018
f)	Place of the transaction	London Stock Exchange