

1 December 2020

IG Design Group PLC

(the "Company", the "Group" or "Design Group")

Director/PDMR Shareholding

IG Design Group plc announces that on 30 November 2020 the wife of John Charlton, Non-Executive Chairman of the Company, sold 35,200 ordinary shares of 5 pence each in the Company ("**Ordinary Shares**") at a price of 618.5 pence.

Following the sale of Ordinary Shares, Mr Charlton's wife holds 2,300 Ordinary Shares and Mr Charlton continues to hold 99,616 Ordinary Shares in the Company, representing in total 0.1 per cent. of the issued share capital.

For further information:

IG Design Group plc 01525 887310
Paul Fineman, Chief Executive
Giles Willits, Chief Financial Officer

Canaccord Genuity Limited 020 7523 8000
Bobbie Hilliam, NOMAD
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Sam Modlin

About IG Design Group plc

IG Design Group plc, the largest consumer gift packaging business in the world, is a designer, innovator and manufacturer of products that help people celebrate life's special occasions. Design Group works with more than 11,000 customers in over 80 countries throughout the UK, Europe, Australia and the USA.

Its products are found in over 210,000 retail outlets, including several of the world's biggest retailers, for example Walmart, Target, Amazon, Costco, Lidl and Aldi. Its brand, Tom Smith, also holds the Royal Warrant for the supply of Christmas crackers and Christmas wrapping paper to the Royal family. Design Group is a diverse business operating across multiple regions, categories, seasons and brands.

Its five major product categories are: Celebrations, Craft, Stationery and Creative Play, Gifting, and Not-for-resale consumables. It offers customers a full end-to-end service from design through to distribution, offering both branded and bespoke products from the value-focused through to the higher-margin ends of the market.

The Company was admitted to the Alternative Investment Market of the London Stock Exchange in 1995 under the name 'International Greetings plc' and rebranded to IG Design Group plc in 2016. For further information please visit www.thedesigngroup.com .

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Sandra Charlton	
2	Reason for the notification		
a)	Position/Status:	PCA to Non-Executive Chairman	
b)	Initial Notification/Amendment:	Initial Notification	
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor		
a)	Name:	IG Design Group plc	
b)	LEI:	213800J815XDZ3JU8496	
4.	Details of 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: Identification code:	Ordinary Shares of 5 pence each ISIN: GB0004526900	
b)	Nature of the transaction:	Sale of Ordinary Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		618.5 pence	35,200
d)	Aggregated volume: Price:	n/a - single transaction	
e)	Date of the Transaction:	30 November 2020	
f)	Place of the Transaction:	London Stock Exchange (XLON); AIM	