12 December 2020

**IG Design Group PLC**

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

**Director/PDMR Shareholding**

IG Design Group plc announces that the Howard Gary Fineman Intestacy Trust, in which Paul Fineman, Chief Executive Officer of the Company, has a non-beneficial interest, today sold 87,304 ordinary shares of 5 pence each in the Company ("**Ordinary Shares**") at a price of 605.0 pence.

Following the sale of Ordinary Shares, the Howard Gary Fineman Intestacy Trust holds 87,304 Ordinary Shares, representing 0.1 per cent. of the issued share capital of the Company.

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| **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  Alex Aylen, Sales |  |
|  |  |
| **Alma PR** |  |
| Rebecca Sanders-Hewett | 020 3405 0205 |
| Susie Hudson  Sam Modlin | [designgroup@almapr.co.uk](mailto:designgroup@almapr.co.uk) |

**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       .

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| **1** | **Details of the person discharging managerial responsibilities/person closely associated** | | |
| a) | Name: | Howard Gary Fineman Intestacy Trust | |
| **2** | **Reason for the notification** | | |
| a) | Position/Status: | PCA to Chief Executive Officer | |
| 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: | 213800J8I5XDZ3JU8496 | |
| **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) |
| 605.0 pence | 87,304 |
| d) | Aggregated volume:  Price: | n/a - single transaction | |
| e) | Date of the Transaction: | 12 December 2020 | |
| f) | Place of the Transaction: | London Stock Exchange (XLON); AIM | |