

18 December 2020

IG Design Group PLC

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

Director/PDMR Shareholding

IG Design Group plc announces that on 16 December 2020 Giles Willits, Chief Financial Officer of the Company, exercised 79,767 options over ordinary shares of 5 pence each in the Company ("**Ordinary Shares**") for nil cost. Mr Willits disposed of the 79,767 Ordinary Shares issued following the exercise of the options and an additional 93,573 Ordinary Shares at a price of 607 pence per share.

Following the transaction Mr Willits retains 53,179 Ordinary Shares which can be vested under the Company's LTIP scheme and has no beneficial shareholding in the Ordinary Shares of the Company.

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 designgroup@almapr.co.uk
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:	Giles Willits	
2	Reason for the notification		
a)	Position/Status:	Executive Director	
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: GB00BFH55S51	
b)	Nature of the transaction:	Exercise of options over Ordinary Shares for nil cost	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		-	79,767
d)	Aggregated volume: Price:	n/a single transaction	
e)	Date of the Transaction:	16 December 2020	
f)	Place of the Transaction:	London Stock Exchange (XLON); AIM	

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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: GB00BFH55S51	
b)	Nature of the transaction:	Sale of Ordinary Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		607 pence	93,573 Ordinary Shares on 16 December 2020
		607 pence	79,767 Ordinary Shares on 17 December 2020
d)	Aggregated volume: Price:	173,340 Ordinary Shares 607 pence	
e)	Date of the Transaction:	16 and 17 December 2020	
f)	Place of the Transaction:	London Stock Exchange (XLON); AIM	