

29 March 2016



Ashley House plc

Directors & PDMRs dealings

Ashley House plc (the “Company”), the Extra Care Housing and Health Property Partner announces that it has launched a new Ashley House Share Incentive Plan (“AH-SIP”; “the Plan”) which is open to all Executive Directors, Persons Discharging Managerial Responsibilities (“PDMRs”) and staff. The Executive Directors and PDMRs joined the Plan between 2 March 2016 and 4 March 2016.

The AH-SIP allows the participants to acquire “Partnering” Shares to which the Company provides “Matching” Shares on a 2:1 ratio. These Matching Shares are held in Trust on behalf of the individual and are liable to be forfeited under certain circumstances.

Pursuant to the Plan, the Company has allotted 487,329 new ordinary shares of 1 penny each (“New Shares”). Application will be made to the London Stock Exchange for the New Shares to be admitted to trading on AIM and it is expected that admission will become effective and trading will commence on 4 April 2016 (“Admission”). Following Admission, the Company will have a total of 58,807,084 shares in issue. This figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in the Company under the FCA’s Disclosure and Transparency Rules.

Following Admission, the following Executive directors and PDMRs of Ashley House will have beneficial interests in the Company as shown below:

	Number of Shares acquired	Price paid per Share (pence)	Number of Shares owned	% Holding
Executive directors				
Antony Walters	54,654	9.88	633,654	1.08%
Jonathan Holmes *	54,654	9.88	2,143,390	3.64%

PDMRs				
Nigel Croxford* Design & Construction Director	54,654	9.88	956,184	1.63%
James Hathaway Director or Finance	54,654	9.88	66,654	0.11%
Kate Minion Head of HR	36,435	9.88	496,185	0.84%

* Includes spouse’s holding

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