

31 July 2019



Ashley House plc

Directors' & PDMRs' dealings

Ashley House plc (the "Company"), the health and community care property partner announces that it has processed its regular quarterly allotment of shares under the Ashley House Share Incentive Plan ("AH-SIP"; "the Plan"). The Plan is open to all staff and has been designed to increase employee engagement and staff retention. Under the scheme, the staff member currently receives two matching shares for every one share he or she purchases. Matching shares are generally forfeited if the employee leaves the business within three years.

Pursuant to the Plan, the Company has issued 224,046 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 or around 8 August 2019 ("Admission"). Following Admission, the Company will have a total of 60,744,751 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 Guidance and Transparency Rules.

Following Admission of the New Shares pursuant to staff participation under the Plan, the following Executive directors and PDMRs of Ashley House will have beneficial interests in the Company as shown below:

| | Number of Shares purchased | Number of Matching Shares received | Total number of Shares acquired | Price paid per Share (pence) | Number of Shares owned | % Holding |
|----------------------------|----------------------------|------------------------------------|---------------------------------|------------------------------|------------------------|-----------|
| Executive directors | | | | | | |
| Antony Walters | 6,001 | 12,002 | 18,003 | 7.50 | 805,881 | 1.33% |
| Jonathan Holmes * | 6,001 | 12,002 | 18,003 | 7.50 | 2,315,617 | 3.81% |
| James Hathaway | 6,000 | 12,000 | 18,000 | 7.50 | 235,719 | 0.39% |

| PDMRs | | | | | | |
|---|-------|--------|--------|------|-----------|-------|
| Nigel Croxford* Director of Pre-Construction | 6,000 | 12,000 | 18,000 | 7.50 | 1,121,082 | 1.85% |
| Karen Jones Head of HR | 6,000 | 12,000 | 18,000 | 7.50 | 70,419 | 0.12% |
| David Milburn Head of Construction | 6,000 | 12,000 | 18,000 | 7.50 | 61,317 | 0.10% |
| Paul Brand Head of Development | 6,000 | 12,000 | 18,000 | 7.50 | 108,624 | 0.18% |

* Includes spouse's holding

The information below, set out in accordance with the requirements of the EU Market Abuse Regulation, provides further detail.

| | | | | | | |
|----------|--|---|---|---|---|---|
| 1 | Details of the person discharging managerial responsibilities/person closely associated | | | | | |
| a) | Name | Antony Walters | Jonathan Holmes | James Hathaway | Nigel Croxford | Karen Jones |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Chief Executive Ashley House plc | Commercial Director Ashley House plc | Finance Director Ashley House plc | Director of Pre-construction Ashley House plc | Head of HR / F1M General Manager Ashley House plc |
| b) | Initial notification/Amendment | Initial Notification | Initial Notification | Initial Notification | Initial Notification | Initial Notification |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Ashley House plc | Ashley House plc | Ashley House plc | Ashley House plc | Ashley House plc |
| b) | LEI | 2138002ATR98IMBY6B36 | 2138002ATR98IMBY6B36 | 2138002ATR98IMBY6B36 | 2138002ATR98IMBY6B36 | 2138002ATR98IMBY6B36 |
| 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 Identification code | Ordinary Shares of 1 pence each GB00B1KKCZ55 | Ordinary Shares of 1 pence each GB00B1KKCZ55 | Ordinary Shares of 1 pence each GB00B1KKCZ55 | Ordinary Shares of 1 pence each GB00B1KKCZ55 | Ordinary Shares of 1 pence each GB00B1KKCZ55 |
| b) | Nature of the transaction | Purchase of shares under SIP | Purchase of shares under SIP | Purchase of shares under SIP | Purchase of shares under SIP | Purchase of shares under SIP |
| c) | Price(s) and volume(s) | Price: 7.50p Volume: Partnership Shares: 6,001 Matching Shares: 12,002 | Price: 7.50p Volume: Partnership Shares: 6,001 Matching Shares: 12,002 | Price: 7.50p Volume: Partnership Shares: 6,000 Matching Shares: 12,000 | Price: 7.50p Volume: Partnership Shares: 6,000 Matching Shares: 12,000 | Price: 7.50p Volume: Partnership Shares: 6,000 Matching Shares: 12,000 |
| d) | Aggregated information - Aggregated volume - Price | 18,003 Shares 7.50p | 18,003 Shares 7.50p | 18,000 Shares 7.50p | 18,000 Shares 7.50p | 18,000 Shares 7.50p |
| e) | Date of the transaction | 31 July 2019 | 31 July 2019 | 31 July 2019 | 31 July 2019 | 31 July 2019 |
| f) | Place of the transaction | London Stock Exchange, AIM | London Stock Exchange, AIM | London Stock Exchange, AIM | London Stock Exchange, AIM | London Stock Exchange, AIM |

| | | | |
|----------|--|---|---|
| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | David Milburn | Paul Brand |
| 2 | Reason for the notification | | |
| a) | Position/status | Head of Construction Ashley House plc | Head of Development Ashley House plc |
| b) | Initial notification/ Amendment | Initial Notification | Initial Notification |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | Ashley House plc | Ashley House plc |
| b) | LEI | 2138002ATR98IMBY6B36 | 2138002ATR98IMBY6B36 |
| 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 Identification code | Ordinary Shares of 1 pence each GB00B1KKCZ55 | Ordinary Shares of 1 pence each GB00B1KKCZ55 |
| b) | Nature of the transaction | Purchase of shares under SIP | Purchase of shares under SIP |
| c) | Price(s) and volume(s) | Price: 7.50p Volume: Partnership Shares: 6,000 Matching Shares: 12,000 | Price: 7.50p Volume: Partnership Shares: 6,000 Matching Shares: 12,000 |
| d) | Aggregated information - Aggregated volume - Price | 18,000 Shares 7.50p | 18,000 Shares 7.50p |
| e) | Date of the transaction | 31 July 2019 | 31 July 2019 |
| f) | Place of the transaction | London Stock Exchange, AIM | London Stock Exchange, AIM |

Enquiries:

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