

**Ultimate Sports Group PLC**  
("USG" or the "Company" or the "Group")

**Director/PDMR Shareholding**

Ultimate Sports Group PLC, the AIM listed investment vehicle, was informed on 15 March 2018 that on 14 March 2018 David Coldbeck, non-executive director of the Company, purchased 985 ordinary shares of 1p each in the Company ("Ordinary Shares") at a price of 16p per Ordinary Share. Following this purchase, Mr. Coldbeck is beneficially interested in 100,000 Ordinary Shares in the Company representing 0.29 per cent. of the issued share capital of USG.

\* \* ENDS \* \*

For further information, please visit [www.ultimatesportsgroup.me](http://www.ultimatesportsgroup.me) or contact:

**Ultimate Sports Group PLC** +44 (0)20 7935 0823  
Geoffrey Simmonds, Managing Director

**St Brides (Financial PR)** +44 (0)20 7236 1177  
Isabel de Salis

**Cantor Fitzgerald Europe (Nomad and Joint Broker)** +44 (0)20 7894 7000  
Marc Milmo / Catherine Leftley

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	David Coldbeck
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Non executive Director
b)	Initial notification /Amendment	Initial
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Ultimate Sports Group Plc
b)	LEI	21380098CKBAG1NWCD98

<b>4</b>	<b>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</b>					
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary Shares of 1p each  GB00BYV31355				
b)	Nature of the transaction	Purchase of Ordinary Shares in Ultimate Sports Group plc				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>16p</td> <td>985</td> </tr> </tbody> </table>	Price(s)	Volume(s)	16p	985
Price(s)	Volume(s)					
16p	985					
d)	Aggregated information  - Aggregated volume  - Price	985  £157.60				
e)	Date of the transaction	14 March 2018				
f)	Place of the transaction	London				