

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 17 April 2018 that on 10 April 2018 David Hillel, finance director of the Company, purchased 23,201 ordinary shares of 1p each in the Company ("Ordinary Shares") at a price of 17.925p per Ordinary Share. Following this purchase, Mr. Hillel is beneficially interested in 109,607 Ordinary Shares in the Company representing 0.32 per cent. of the issued share capital of USG.

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For further information, please visit www.ultimatesportsgroup.me or contact:

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Geoffrey Simmonds, Managing Director

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Marc Milmo / Catherine Leftley

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

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 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>17.925</td> <td>23,201</td> </tr> </tbody> </table>	Price(s)	Volume(s)	17.925	23,201
Price(s)	Volume(s)					
17.925	23,201					
d)	Aggregated information - Aggregated volume - Price	23,201 £4,183.78				
e)	Date of the transaction	10 April 2018				
f)	Place of the transaction	London				