

MOSS BROS.

GROUP PLC

Moss Bros Group Plc ("the Company") Grant of Options 9 April 2019

Following approval by the Company's Remuneration Committee, the Company has yesterday granted options over Moss Bros Group plc ordinary shares of 5 pence each ("**Ordinary Shares**") to certain directors and certain persons discharging managerial responsibility ("**PDMR**").

The options were granted under the Moss Bros Group 2009 Long-Term Incentive Plan ("**LTIP Options**").

The LTIP Options have been granted over a total of 2,514,357 Ordinary Shares.

Vesting of the LTIP Options, which will be exercisable at nil consideration, is subject to the continued employment of the participant and, for the Chief Executive Officer and Finance Director, is additionally subject to the satisfaction of performance conditions. Clawback provisions will apply to this award in the event of malus.

Due to the substantial reduction in the Company's share price over the last year, awards for executive directors in 2019 have been reduced from the normal policy levels. The Chief Executive Officer's award has been reduced from 100% of base salary to 70% and the Finance Director's award has been reduced from 70% of base salary to 60%.

The Company approved and ratified the above transaction relating to LTIP Options on 8 April 2019.

In accordance with Regulation (EU) No 596/2014 (the Market Abuse Regulation), detailed information about the grant of the LTIP Options is attached to this announcement.

For further information please contact:

Moss Bros Group Plc
Brian Brick, CEO
Tony Bennett, Finance Director and Company Secretary

0207 447 7200

The information set out below is provided in accordance with the requirements of Article 19(3) of the EU Market Abuse Regulation No 596/2014.

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|------------------|--|---|----------|-----------|------------------|-----------|
| a) | Name | Brian Brick | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | PDMR – Chief Executive | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Moss Bros Group plc | | | | |
| b) | LEI | 213800XVHF1G87DV5997 | | | | |
| 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 | Nil cost options over ordinary shares of 5 pence ISIN: GB0006056104 | | | | |
| b) | Nature of the transaction | Grant of options | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil cost options</td> <td>1,088,709</td> </tr> </tbody> </table> | Price(s) | Volume(s) | Nil cost options | 1,088,709 |
| Price(s) | Volume(s) | | | | | |
| Nil cost options | 1,088,709 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | N/A | | | | |
| e) | Date of the transaction | 8 April 2019 | | | | |
| f) | Place of the transaction | Outside trading venue | | | | |

The information set out below is provided in accordance with the requirements of Article 19(3) of the EU Market Abuse Regulation No 596/2014.

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|------------------|--|---|----------|-----------|------------------|---------|
| a) | Name | Tony Bennett | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | PDMR – Finance Director | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Moss Bros Group plc | | | | |
| b) | LEI | 213800XVHF1G87DV5997 | | | | |
| 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 | Nil cost options over ordinary shares of 5 pence ISIN: GB0006056104 | | | | |
| b) | Nature of the transaction | Grant of options | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil cost options</td> <td>677,419</td> </tr> </tbody> </table> | Price(s) | Volume(s) | Nil cost options | 677,419 |
| Price(s) | Volume(s) | | | | | |
| Nil cost options | 677,419 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | N/A | | | | |
| e) | Date of the transaction | 8 April 2019 | | | | |
| f) | Place of the transaction | Outside trading venue | | | | |

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| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|------------------|--|---|----------|-----------|------------------|---------|
| a) | Name | Nicholas Reed | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | PDMR | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Moss Bros Group plc | | | | |
| b) | LEI | 213800XVHF1G87DV5997 | | | | |
| 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 | Nil cost options over ordinary shares of 5 pence ISIN: GB0006056104 | | | | |
| b) | Nature of the transaction | Grant of options | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil cost options</td> <td>270,120</td> </tr> </tbody> </table> | Price(s) | Volume(s) | Nil cost options | 270,120 |
| Price(s) | Volume(s) | | | | | |
| Nil cost options | 270,120 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | N/A | | | | |
| e) | Date of the transaction | 8 April 2019 | | | | |
| f) | Place of the transaction | Outside trading venue | | | | |

The information set out below is provided in accordance with the requirements of Article 19(3) of the EU Market Abuse Regulation No 596/2014.

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|------------------|--|---|----------|-----------|------------------|---------|
| a) | Name | Conor Gunn | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | PDMR | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Moss Bros Group plc | | | | |
| b) | LEI | 213800XVHF1G87DV5997 | | | | |
| 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 | Nil cost options over ordinary shares of 5 pence ISIN: GB0006056104 | | | | |
| b) | Nature of the transaction | Grant of options | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil cost options</td> <td>172,811</td> </tr> </tbody> </table> | Price(s) | Volume(s) | Nil cost options | 172,811 |
| Price(s) | Volume(s) | | | | | |
| Nil cost options | 172,811 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | N/A | | | | |
| e) | Date of the transaction | 8 April 2019 | | | | |
| f) | Place of the transaction | Outside trading venue | | | | |

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| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|------------------|--|---|----------|-----------|------------------|---------|
| a) | Name | Jacqueline Lunardi | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | PDMR | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Moss Bros Group plc | | | | |
| b) | LEI | 213800XVHF1G87DV5997 | | | | |
| 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 | Nil cost options over ordinary shares of 5 pence ISIN: GB0006056104 | | | | |
| b) | Nature of the transaction | Grant of options | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil cost options</td> <td>149,769</td> </tr> </tbody> </table> | Price(s) | Volume(s) | Nil cost options | 149,769 |
| Price(s) | Volume(s) | | | | | |
| Nil cost options | 149,769 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | N/A | | | | |
| e) | Date of the transaction | 8 April 2019 | | | | |
| f) | Place of the transaction | Outside trading venue | | | | |

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| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|------------------|--|---|----------|-----------|------------------|---------|
| a) | Name | Ian Shaw | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | PDMR | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Moss Bros Group plc | | | | |
| b) | LEI | 213800XVHF1G87DV5997 | | | | |
| 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 | Nil cost options over ordinary shares of 5 pence ISIN: GB0006056104 | | | | |
| b) | Nature of the transaction | Grant of options | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil cost options</td> <td>155,529</td> </tr> </tbody> </table> | Price(s) | Volume(s) | Nil cost options | 155,529 |
| Price(s) | Volume(s) | | | | | |
| Nil cost options | 155,529 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | N/A | | | | |
| e) | Date of the transaction | 8 April 2019 | | | | |
| f) | Place of the transaction | Outside trading venue | | | | |