

15 January 2021



**Directa Plus plc**  
("Directa Plus" or the "Company")

**Exercise of Options and Director / PDMR Dealing**

Directa Plus (AIM: DCTA) announces the exercise of options on 14 January 2021 in respect of a total of 190,872 new ordinary shares of 0.25 pence each ("New Ordinary Shares") by the following directors and senior managers of the Company.

Name	Position	Number of options exercised	Exercise Price
Giulio Cesareo	Chief Executive Officer	94,639	0.25 pence
Marco Ferrari	Chief Financial Officer	46,078	0.25 pence
Razvan Popescu	Chief Operating Officer	28,356	0.25 pence
Laura Rizzi	Chief Technical Officer	21,799	0.25 pence

**Disposal of Ordinary shares**

On 14 January 2021 the following directors and senior managers also sold the number of shares noted below. The increased number of Ordinary Shares held by each individual following the exercise of options and disposal of shares, along with percentage of share capital held is also detailed.

Name	Position	Number of Ordinary Shares sold	Price	Number of Ordinary Shares held (subsequent to options exercise and share disposal)	Percentage of total share capital held (subsequent to options exercise and share disposal)*
Giulio Cesareo**	Chief Executive Officer	40,000	89.8 pence	3,918,228	6.39%
Marco Ferrari	Chief Financial Officer	20,000	89.8 pence	78,624	0.13%
Razvan Popescu	Chief Operating Officer	12,500	89.8 pence	47,738	0.08%
Laura Rizzi	Chief Technical Officer	9,500	89.8 pence	23,250	0.04%

\*based on the Company's issued share capital as enlarged by the exercise of options, as detailed in this announcement

\*\* Giulio Cesareo's shareholding in the Company is held by Galbiga Immobiliare S.r.l., and he and his family are the sole beneficiaries of the Ordinary Shares held by Galbiga Immobiliare S.r.l.

Application has been made to the London Stock Exchange for the New Ordinary Shares to be admitted to trading on AIM ("Admission"). It is expected that Admission will become effective at 8.00 a.m. on 21 January 2021.

Following the issue of the new Ordinary Shares, the Company's issued share capital will comprise 61,365,459 Ordinary Shares. The total number of voting rights in the Company will be 61,365,459. 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 share capital of the Company under the Disclosure Guidance and Transparency Rules of the Financial Conduct Authority.

For further information please visit <http://www.directa-plus.com/> or contact:

**Directa Plus plc** +39 02 36714458  
 Giulio Cesareo, CEO  
 Marco Ferrari, CFO

**Cenkos Securities plc (Nominated Adviser and Joint Broker)** +44 131 220 6939  
 Neil McDonald, Pete Lynch (Corporate Finance)

**N+1 Singer (Joint Broker)** +44 20 7496 3069  
 Mark Taylor

**Tavistock (Financial PR and IR)** +44 20 7920 3150  
 Simon Hudson, Edward Lee

**About Directa Plus**

Our focus is principally on the two sectors in which we have strong commercial advantage through developed and launched products and a technological lead: environmental (based on our Grafysorber® product) and textiles (based on our G+® products). In addition, we will continue to pursue opportunities in elastomers and composites (including tyres and asphalt), also using our G+® products. All our products are hypoallergenic, non-toxic and sustainably produced.

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<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Giulio Cesareo
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Directa Plus plc

b)	LEI	213800X2DQST3K5ND898	
<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 0.25p each  ISIN: GB00BSM98843	
b)	Nature of the transaction	Exercise of options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		0.25 pence	94,639
d)	Aggregated information - Aggregated volume - Price	N.A. [single transaction] N.A. [single transaction]	
e)	Date of the transaction	14 January 2021	
f)	Place of the transaction	London Stock Exchange (XLON); AIM	

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Giulio Cesareo	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chief Executive Officer	
b)	Initial notification /Amendment	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Directa Plus plc	
b)	LEI	213800X2DQST3K5ND898	
<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 0.25p each  ISIN: GB00BSM98843	

b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		89.8 pence	40,000
d)	Aggregated information - Aggregated volume - Price	N.A. [single transaction] N.A. [single transaction]	
e)	Date of the transaction	14 January 2021	
f)	Place of the transaction	London Stock Exchange (XLON); AIM	

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Marco Ferrari	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chief Financial Officer	
b)	Initial notification /Amendment	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Directa Plus plc	
b)	LEI	213800X2DQST3K5ND898	
<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 0.25p each ISIN: GB00BSM98843	
b)	Nature of the transaction	Exercise of options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		0.25 pence	46,078
d)	Aggregated information - Aggregated volume - Price	N.A. [single transaction] N.A. [single transaction]	
e)	Date of the transaction	14 January 2021	

f)	Place of the transaction	London Stock Exchange (XLON); AIM
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<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Marco Ferrari	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chief Financial Officer	
b)	Initial notification /Amendment	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Directa Plus plc	
b)	LEI	213800X2DQST3K5ND898	
<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 0.25p each ISIN: GB00BSM98843	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		89.8 pence	20,000
d)	Aggregated information - Aggregated volume - Price	N.A. [single transaction] N.A. [single transaction]	
e)	Date of the transaction	14 January 2021	
f)	Place of the transaction	London Stock Exchange (XLON); AIM	

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Razvan Popescu	
<b>2</b>	<b>Reason for the notification</b>		

a)	Position/status	Executive Director	
b)	Initial notification /Amendment	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Directa Plus plc	
b)	LEI	213800X2DQST3K5ND898	
<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 0.25p each  ISIN: GB00BSM98843	
b)	Nature of the transaction	Exercise of options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		0.25 pence	928,356
d)	Aggregated information - Aggregated volume - Price	N.A. [single transaction] N.A. [single transaction]	
e)	Date of the transaction	14 January 2021	
f)	Place of the transaction	London Stock Exchange (XLON); AIM	

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Razvan Popescu	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Executive Director	
b)	Initial notification /Amendment	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Directa Plus plc	
b)	LEI	213800X2DQST3K5ND898	

<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 0.25p each  ISIN: GB00BSM98843	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		89.8 pence	9,500
d)	Aggregated information - Aggregated volume - Price	N.A. [single transaction] N.A. [single transaction]	
e)	Date of the transaction	14 January 2021	
f)	Place of the transaction	London Stock Exchange (XLON); AIM	

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Laura Rizzi	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Executive Director	
b)	Initial notification /Amendment	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Directa Plus plc	
b)	LEI	213800X2DQST3K5ND898	
<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 0.25p each  ISIN: GB00BSM98843	
b)	Nature of the transaction	Exercise of options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)

		0.25 pence	21,799
d)	Aggregated information - Aggregated volume - Price	N.A. [single transaction] N.A. [single transaction]	
e)	Date of the transaction	14 January 2021	
f)	Place of the transaction	London Stock Exchange (XLON); AIM	

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Laura Rizzi	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Executive Director	
b)	Initial notification /Amendment	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Directa Plus plc	
b)	LEI	213800X2DQST3K5ND898	
<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 0.25p each ISIN: GB00BSM98843	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		89.8 pence	3,299
d)	Aggregated information - Aggregated volume - Price	N.A. [single transaction] N.A. [single transaction]	
e)	Date of the transaction	14 January 2021	
f)	Place of the transaction	London Stock Exchange (XLON); AIM	