

Notification of Transactions of Directors/Persons Discharging Managerial Responsibility and Connected Persons

1.	<p>Name of the issuer</p> <p>BRIT PLC</p>	2.	<p>State whether the notification relates to (i) a transaction notified in accordance with DTR 3.1.2 R, (ii) a disclosure made in accordance with section 793 of the Companies Act 2006, or (iii) in accordance with paragraph 26 of the Model Code</p> <p>DTR 3.1.2 R</p>
3.	<p>Name of person discharging managerial responsibilities/director</p> <p>MARK CLOUTIER HANS-PETER GERHARDT ANDREW BADDELEY MATTHEW WILSON MARK ALLAN NIGEL MEYER SHANE KINGSTON JOHN STRATTON STEVE ROBSON LORRAINE DENNY</p>	4.	<p>State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 above and identify the connected person</p> <p>N/A</p>
5.	<p>Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a non-beneficial interest</p> <p>PERSONS REFERRED TO IN 3 ABOVE</p>	6.	<p>Description of shares (including class), debentures or derivatives or financial instruments relating to shares</p> <p>ORDINARY SHARES OF £2 EACH</p>
7.	<p>Name of registered shareholder(s) and, if more than one, the number of shares held by each of them</p> <p>PRIOR TO ADMISSION, MARK CLOUTIER HELD 989,867 SHARES THROUGH SJT LIMITED, THE TRUSTEE OF THE BRIT MANAGEMENT EQUITY PLAN EMPLOYEE TRUST AND 616,501 SHARES DIRECTLY.</p> <p>PRIOR TO ADMISSION, MATTHEW WILSON HELD 328,802 SHARES THROUGH SJT LIMITED AND 698,288 SHARES DIRECTLY.</p> <p>PRIOR TO ADMISSION, THE FOLLOWING ALL HELD THEIR SHARES THROUGH SJT</p>	8.	<p>State the nature of the transaction</p> <p>SALE OF SHARES ON ADMISSION TO LISTING OF BRIT PLC</p>

	<p>LIMITED:</p> <p>HANS-PETER GERHARDT 106,126 SHARES.</p> <p>ANDREW BADDELEY 287,701 SHARES.</p> <p>MARK ALLAN 296,614 SHARES.</p> <p>NIGEL MEYER 323,352 SHARES.</p> <p>SHANE KINGSTON 218,870 SHARES.</p> <p>JOHN STRATTON 426,019 SHARES.</p> <p>STEVE ROBSON 75,019 SHARES.</p> <p>LORRAINE DENNY 168,093 SHARES.</p>		
9.	<p>Number of shares, debentures or financial instruments relating to shares acquired</p> <p>N/A</p>	10.	<p>Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)</p> <p>N/A</p>
11.	<p>Number of shares, debentures or financial instruments relating to shares disposed</p> <p>MARK CLOUTIER: 401,592 HANS-PETER GERHARDT: 26,532 ANDREW BADDELEY: 71,925 MATTHEW WILSON: 256,773 MARK ALLAN: 74,154 NIGEL MEYER: 80,838 SHANE KINGSTON: 54,718 JOHN STRATTON: 106,505 STEVE ROBSON: 18,755 LORRAINE DENNY: 42,023</p>	12.	<p>Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)</p> <p>MARK CLOUTIER: 0.1% HANS-PETER GERHARDT: 0.007% ANDREW BADDELEY: 0.018% MATTHEW WILSON: 0.064% MARK ALLAN: 0.019% NIGEL MEYER: 0.02% SHANE KINGSTON: 0.014% JOHN STRATTON: 0.027% STEVE ROBSON: 0.005% LORRAINE DENNY: 0.011%</p>
13.	<p>Price per share or value of transaction</p> <p>£2.40 PER SHARE</p>	14.	<p>Date and place of transaction</p> <p>2 APRIL 2014; LONDON</p>
15.	<p>Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)</p>	16.	<p>Date issuer informed of transaction</p> <p>2 APRIL 2014</p>

	MARK CLOUTIER: 1,204,776 (0.3%) HANS-PETER GERHARDT: 79,594 (0.02%) ANDREW BADDELEY: 215,776 (0.054 %) MATTHEW WILSON: 770,317 (0.193%) MARK ALLAN: 222,460 (0.56%) NIGEL MEYER: 242,514 (0.061%) SHANE KINGSTON: 164,152 (0.041%) JOHN STRATTON: 319,514 (0.08%) STEVE ROBSON: 56,264 (0.015%) LORRAINE DENNY: 126,070 (0.032%)		
If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes			
17.	Date of grant	18.	Period during which or date on which exercisable
19.	Total amount paid (if any) for grant of the option	20.	Description of shares or debentures involved (class and number)
21.	Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise	22.	Total number of shares or debentures over which options held following notification
23.	Any additional information	24.	Name of contact and telephone number for queries TIM HARMER (COMPANY SECRETARY) +44 (0)20 7984 8708

Name and signature of authorised official of issuer responsible for making notification

TIM HARMER (COMPANY SECRETARY) _____

Date of notification 2 APRIL 2014