

**EVR Holdings plc**

('EVR' or the 'Company')

**Admission of Shares and Director/PDMR Dealings**

EVR Holdings plc (AIM: EVRH), one of the leading creators of virtual reality content, announces the following.

**Allotment of Shares and Warrants**

Following the passing of the resolutions at the general meeting held yesterday, the Company has allotted 200,000,005 Placing Shares and 5,232,805 Adviser Shares. The New Ordinary Shares were admitted to trading on AIM today.

Pursuant to the Placing the Company yesterday issued a total of 33,333,324 Warrants exercisable at 1.85p per share at any time on or before 16 October 2019.

**Total Voting Rights**

Following the admission to trading of the New Ordinary Shares, EVR has 925,678,320 ordinary shares in issue. The Company holds no shares in treasury. The total number of voting rights that may be used by shareholders in the Company as the denominator for calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the Financial Conduct Authority's Disclosure and Transparency Rules will therefore be 925,678,320. The New Ordinary Shares rank pari passu in all respects with the Company's existing ordinary shares.

**Directors' shareholding**

As announced on 20 September 2016, Steven Hancock and Sean Nicolson subscribed for 882,352 and 882,353 Placing Shares respectively pursuant to the Placing, and Peter Read's QNUP pension trustee subscribed for 1,470,588 Placing Shares pursuant to the Placing, in each case at the issue price of 1.7p. In addition, Warrants with an exercise price of 1.85p have been issued in the proportion of one warrant for every six shares subscribed in the Placing.

The resultant holdings of shares and warrants of those directors are as follows:

<b>Director</b>	<b>Shares</b>	<b>% of share capital<sup>1</sup></b>	<b>Warrants</b>
S Nicolson <sup>2</sup>	6,587,561	0.62%	9,793,905
S Hancock	177,759,136	19.20%	11,684,783
P Read <sup>3</sup>	3,137,254	0.34%	9,891,944

1. Based on the enlarged share capital following the allotment of the New Ordinary Shares.

2. 833,333 of these shares are held by Mr Nicolson's wife. 281,862 of these warrants are also held by his wife.

3. All of Mr Read's shares are held by his pension fund, Agility QNUPS BBRQN20382 (a trust of which Mr Read is settlor). 661,764 of Mr Read's warrants are also held by his pension fund.

Words and expressions defined in the Company's announcement of 20 September 2016 have the same meanings in this announcement.

Further detail is provided below in accordance with Article 19.3 of the EU Market Abuse Regulation.

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
<b>a)</b>	<b>Name</b>	<b>Steven Hancock</b>
<b>2</b>	<b>Reason for the notification</b>	
<b>a)</b>	<b>Position/status</b>	<b>Chief Operations Officer</b>
<b>b)</b>	<b>Initial notification /Amendment</b>	<b>Initial</b>
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
<b>a)</b>	<b>Name</b>	<b>EVR Holdings plc</b>
<b>b)</b>	<b>LEI</b>	<b>N/A</b>

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)	<b>Description of the financial instrument, type of instrument</b>  <b>Identification code</b>	<b>Ordinary shares of £0.01 each</b>  <b>ISIN: GB00BD2YHN21</b>				
b)	<b>Nature of the transaction</b>	<b>Share Placing</b>				
c)	<b>Price(s) and volume(s)</b>	<table border="1" data-bbox="655 1106 1458 1375"> <thead> <tr> <th data-bbox="655 1106 1056 1240">Price(s)</th> <th data-bbox="1056 1106 1458 1240">Volume(s)</th> </tr> </thead> <tbody> <tr> <td data-bbox="655 1240 1056 1375">1.7p per share</td> <td data-bbox="1056 1240 1458 1375">882,352</td> </tr> </tbody> </table>	Price(s)	Volume(s)	1.7p per share	882,352
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1.7p per share	882,352					
d)	<b>Aggregated information</b>  - <b>Aggregated volume</b>  - <b>Price</b>	N/A				

e)	<b>Date of the transaction</b>	<b>11 October 2016</b>
f)	<b>Place of the transaction</b>	<b>London Stock Exchange</b>

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	<b>Name</b>	<b>Sean Nicolson</b>
<b>2</b>	<b>Reason for the notification</b>	
a)	<b>Position/status</b>	<b>Chairman</b>
b)	<b>Initial notification /Amendment</b>	<b>Initial</b>
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	<b>Name</b>	<b>EVR Holdings plc</b>

b)	LEI	N/A					
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						
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b)	Nature of the transaction	Share Placing					
c)	Price(s) and volume(s)	<table border="1" data-bbox="655 1308 1458 1574"> <thead> <tr> <th data-bbox="655 1308 1056 1440">Price(s)</th> <th data-bbox="1056 1308 1458 1440">Volume(s)</th> </tr> </thead> <tbody> <tr> <td data-bbox="655 1440 1056 1574">1.7p per share</td> <td data-bbox="1056 1440 1458 1574">882,353</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.7p per share	882,353
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<b>e)</b>	<b>Date of the transaction</b>	<b>11 October 2016</b>
<b>f)</b>	<b>Place of the transaction</b>	<b>London Stock Exchange</b>

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
<b>a)</b>	<b>Name</b>	<b>Agility QNUPS BBRQN20382</b>
<b>2</b>	<b>Reason for the notification</b>	
<b>a)</b>	<b>Position/status</b>	<b>A trust of which Mr Read, a director of the Company is settlor</b>
<b>b)</b>	<b>Initial notification /Amendment</b>	<b>Initial</b>
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
<b>a)</b>	<b>Name</b>	<b>EVR Holdings plc</b>

b)	LEI	N/A				
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)	<p>Description of the financial instrument, type of instrument</p> <p>Identification code</p>	<p>Ordinary shares of £0.01 each</p> <p>ISIN: GB00BD2YHN21</p>				
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c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.7p per share</td> <td>1,470,588</td> </tr> </tbody> </table>	Price(s)	Volume(s)	1.7p per share	1,470,588
Price(s)	Volume(s)					
1.7p per share	1,470,588					
d)	Aggregated information	N/A				

	- Aggregated volume	
	- Price	
e)	Date of the transaction	11 October 2016
f)	Place of the transaction	London Stock Exchange

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Sebastian Theron
2	Reason for the notification	
a)	Position/status	Chief Financial Officer
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	



a)	Name	EVR Holdings plc				
b)	LEI	N/A				
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 £0.01 each  ISIN: GB00BD2YHN21				
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c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.7p per share</td> <td>294,118</td> </tr> </tbody> </table>	Price(s)	Volume(s)	1.7p per share	294,118
Price(s)	Volume(s)					
1.7p per share	294,118					
d)	Aggregated information					

	- Aggregated volume  - Price	N/A
e)	Date of the transaction	11 October 2016
f)	Place of the transaction	London Stock Exchange

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Steven Hancock
2	Reason for the notification	
a)	Position/status	Chief Operations Officer
b)	Initial notification /Amendment	Initial

<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
<b>a)</b>	<b>Name</b>	<b>EVR Holdings plc</b>				
<b>b)</b>	<b>LEI</b>	<b>N/A</b>				
<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>					
<b>a)</b>	<b>Description of the financial instrument, type of instrument</b>  <b>Identification code</b>	<b>Ordinary shares of £0.01 each</b>  <b>ISIN: GB00BD2YHN21</b>				
<b>b)</b>	<b>Nature of the transaction</b>	<b>Warrants</b>				
<b>c)</b>	<b>Price(s) and volume(s)</b>	<table border="1"> <thead> <tr> <th><b>Price(s)</b></th> <th><b>Volume(s)</b></th> </tr> </thead> <tbody> <tr> <td><b>1.85p per share</b></td> <td><b>147,058</b></td> </tr> </tbody> </table>	<b>Price(s)</b>	<b>Volume(s)</b>	<b>1.85p per share</b>	<b>147,058</b>
<b>Price(s)</b>	<b>Volume(s)</b>					
<b>1.85p per share</b>	<b>147,058</b>					

d)	<b>Aggregated information</b>  - Aggregated volume  - Price	N/A	
e)	<b>Date of the transaction</b>	11 October 2016	
f)	<b>Place of the transaction</b>	London Stock Exchange	

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	<b>Name</b>	Sean Nicolson	
<b>2</b>	<b>Reason for the notification</b>		
a)	<b>Position/status</b>	Chairman	

b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	EVR Holdings plc
b)	LEI	N/A
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 £0.01 each  ISIN: GB00BD2YHN21
b)	Nature of the transaction	Warrants

c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		1.85p per share	73,529
d)	Aggregated information	N/A	
- Aggregated volume			
	- Price		
e)	Date of the transaction	11 October 2016	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Tanya Garland

<b>2</b>	<b>Reason for the notification</b>	
<b>a)</b>	<b>Position/status</b>	<b>Wife of Sean Nicolson</b>
<b>b)</b>	<b>Initial notification /Amendment</b>	<b>Initial</b>
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
<b>a)</b>	<b>Name</b>	<b>EVR Holdings plc</b>
<b>b)</b>	<b>LEI</b>	<b>N/A</b>
<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>	
<b>a)</b>	<b>Description of the financial instrument, type of instrument</b>	<b>Ordinary shares of £0.01 each</b>
	<b>Identification code</b>	<b>ISIN: GB00BD2YHN21</b>

b)	Nature of the transaction	Warrants					
c)	Price(s) and volume(s)	<table border="1" data-bbox="655 465 1458 730"> <thead> <tr> <th data-bbox="655 465 1056 595">Price(s)</th> <th data-bbox="1056 465 1458 595">Volume(s)</th> </tr> </thead> <tbody> <tr> <td data-bbox="655 595 1056 730">1.85p per share</td> <td data-bbox="1056 595 1458 730">73,529</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1.85p per share	73,529
Price(s)	Volume(s)						
1.85p per share	73,529						
d)	Aggregated information  - Aggregated volume  - Price	N/A					
e)	Date of the transaction	11 October 2016					
f)	Place of the transaction	London Stock Exchange					

1	Details of the person discharging managerial responsibilities / person closely associated
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a)	Name	Sebastian Theron
2	Reason for the notification	
a)	Position/status	Chief Financial Officer
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	EVR Holdings plc
b)	LEI	N/A
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a)	Description of the financial instrument, type of instrument	Ordinary shares of £0.01 each

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<b>c)</b>	<b>Price(s) and volume(s)</b>	<table border="1" data-bbox="655 730 1458 999"> <thead> <tr> <th data-bbox="655 730 1054 864"><b>Price(s)</b></th> <th data-bbox="1054 730 1458 864"><b>Volume(s)</b></th> </tr> </thead> <tbody> <tr> <td data-bbox="655 864 1054 999"><b>1.85p per share</b></td> <td data-bbox="1054 864 1458 999"><b>49,019</b></td> </tr> </tbody> </table>		<b>Price(s)</b>	<b>Volume(s)</b>	<b>1.85p per share</b>	<b>49,019</b>
<b>Price(s)</b>	<b>Volume(s)</b>						
<b>1.85p per share</b>	<b>49,019</b>						
<b>d)</b>	<b>Aggregated information</b>  - Aggregated volume  - Price	<b>N/A</b>					
<b>e)</b>	<b>Date of the transaction</b>	<b>11 October 2016</b>					
<b>f)</b>	<b>Place of the transaction</b>	<b>London Stock Exchange</b>					

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<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
<b>a)</b>	<b>Name</b>	Peter Read
<b>2</b>	<b>Reason for the notification</b>	
<b>a)</b>	<b>Position/status</b>	Director
<b>b)</b>	<b>Initial notification /Amendment</b>	Initial
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
<b>a)</b>	<b>Name</b>	EVR Holdings plc
<b>b)</b>	<b>LEI</b>	N/A
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a)	<b>Description of the financial instrument, type of instrument</b>  <b>Identification code</b>	<b>Ordinary shares of £0.01 each</b>  <b>ISIN: GB00BD2YHN21</b>				
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<b>1.85p per share</b>	<b>245,098</b>					
d)	<b>Aggregated information</b>  - <b>Aggregated volume</b>  - <b>Price</b>	<b>N/A</b>				
e)	<b>Date of the transaction</b>	<b>11 October 2016</b>				

f)	Place of the transaction	London Stock Exchange

- Ends -

**For further information:**

**EVR Holdings plc**

Sean Nicolson, Chairman

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Anthony Matchett, Chief Executive Officer

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**Notes to Editors:**

**MelodyVR**

MelodyVR is a wholly owned subsidiary of EVR Holdings plc ('EVR'), a company that is listed on the AIM market of the London Stock Exchange under the ticker EVRH.L. EVR, a creator of virtual reality content, joined AIM on 16 May 2016 following a reverse takeover of Armstrong Ventures plc.

Further information can be viewed at [www.evrholdings.com](http://www.evrholdings.com)

### **Virtual Reality in 2016**

The virtual reality industry is growing at a significant rate and 2016 is on course to be the breakout year with launches of Oculus Rift, Playstation VR and HTC Vive. According to Deloitte the industry is expected to break the US\$1bn barrier for the first time this year and Goldman Sachs estimate that the market could be worth US\$80bn by 2025.