

The information contained within this announcement is deemed by the Company to constitute inside information stipulated under the Market Abuse Regulation (EU) No. 596/2014. Upon the publication of this announcement via the Regulatory Information Service, this inside information is now considered to be in the public domain.

EVR Holdings plc

("EVR" or the "Company")

Directors' Shareholdings and PDMR notification

Further to the announcement of 25 October "2017 Proposed Placing to raise £10 million for the Company and £5 million for selling shareholders", EVR Holdings plc (AIM: EVRH), one of the leading creators of virtual reality content, today announces that certain persons discharging managerial responsibilities (the "Selling Shareholders") have sold, pursuant to the Placing, an aggregate of 62,500,000 ordinary shares in the Company ("Ordinary Shares"), representing approximately 5.4 per cent of the issued share capital of the Company at a price of 8 pence per share.

| <u>Director</u> | <u>Shareholding prior to sale</u> | <u>Shareholding prior to sale (% ISC)</u> | <u>Shareholding post sale</u> | <u>Shareholding post sale (% ISC)</u> |
|------------------|-----------------------------------|---|-------------------------------|---------------------------------------|
| Anthony Matchett | 215,357,796 | 20.88% | 184,107,796 | 15.90% |
| Steven Hancock | 177,759,136 | 17.24% | 146,509,136 | 12.66% |

The Company has been informed that the shares held by the Selling Shareholders following the Placing will be subject to a six-month lock-up in respect of 50 per cent. of those shares and a 12-month lock-up in relation to the remaining 50 per cent., with certain customary exemptions.

The notification below, made in accordance with the requirements of the EU Market Abuse Regulation, provides further detail.

| | | |
|----------|--|--|
| 1 | Details of the person discharging managerial responsibilities/person closely associated | |
| a) | Name | 1. Anthony Matchett 2. Steven Hancock |
| 2 | Reason for the notification | |

| a) | Position/status | 1. Chief Executive Officer 2. Chief Operations Officer | | | | | | | |
|----------|--|---|----------|-----------|-------|------------|-------|------------|--|
| b) | Initial notification/Amendment | Initial Notification | | | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | | | |
| a) | Name | EVR Holdings plc | | | | | | | |
| b) | LEI | 213800B2AKGQC3D2R751 | | | | | | | |
| 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 1 penny each ISIN GB00BD2YHN21 | | | | | | | |
| b) | Nature of the transaction | Sale of ordinary shares | | | | | | | |
| 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. 8p</td> <td>31,250,000</td> </tr> <tr> <td>2. 8p</td> <td>31,250,000</td> </tr> </tbody> </table> | Price(s) | Volume(s) | 1. 8p | 31,250,000 | 2. 8p | 31,250,000 | |
| Price(s) | Volume(s) | | | | | | | | |
| 1. 8p | 31,250,000 | | | | | | | | |
| 2. 8p | 31,250,000 | | | | | | | | |
| d) | Aggregated information | N/A | | | | | | | |
| e) | Date of the transaction | 27 October 2017 | | | | | | | |
| f) | Place of the transaction | London Stock Exchange, AIM | | | | | | | |

For further information:

EVR Holdings plc

Anthony Matchett, Chief Executive Officer
Sebastian Theron, Chief Financial Officer

www.evrholdings.com

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