



SpaceandPeople PLC - SAL Grant of Options
Released 10:52 29-Mar-2017

RNS Number : 8885A
SpaceandPeople PLC
29 March 2017

The information contained within this announcement is deemed to constitute inside information as stipulated under the Market Abuse Regulations (EU) No. 596/2014. Upon the publication of this announcement, this inside information is now considered to be in the public domain.

SpaceandPeople plc

("SpaceandPeople" or the "Company")

Grant of Options

SpaceandPeople (AIM: SAL) the retail, promotional and brand experience specialist, announces that it has granted options over a total 400,000 new ordinary shares of 1 pence each in the Company ("Ordinary Shares") under its existing share option scheme (the "Options"). The Options have been granted to certain directors and senior management of the Company as follows:

Name	No. of Options granted
Mathew Bending	75,000
Nancy Cullen	75,000
Gregor Dunlay	75,000
Various other employees	175,000

Total	400,000
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The Options are exercisable at a price of 22 pence per share being the closing share price on 27 March 2017 and vest no earlier than 29 March 2020. The Options expire on the tenth anniversary of the date of grant.

The vesting of the Options is conditional on the continued employment of the option holder as well as the satisfaction of certain financial performance conditions, namely Earnings Per Share growth and Total Shareholder Returns growth. The Options will vest in full should the Company achieve EPS growth and TSR growth of 10 per cent. per annum over the three year vesting period; however, should a minimum of 5 per cent growth be achieved, 50 per cent. of the Options will vest. Above 5 per cent. growth, the number of Options that will vest will be calculated on a straight line basis between the minimum 50 per cent. and maximum 100 per cent. of the entitlement, whilst no Options will vest if growth is below 5 per cent. for the year.

Details of the directors' resultant holdings of Ordinary Shares and options over Ordinary Shares are as follows:

Name	Total No. of Options	No. of Existing Ordinary Shares
Mathew Bending	395,000	2,102,200
Nancy Cullen	395,000	1,333,000
Gregor Dunlay	395,000	10,000

The total number of options now outstanding over Ordinary Shares is 1,934,735 representing 9.9 per cent of the Company's existing issued share capital.

For further information, contact:

SpaceandPeople plc
 Matthew Bending
 Gregor Dunlay

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Cantor Fitzgerald Europe
 David Foreman / Will Goode (Corporate Finance)
 David Banks (Corporate Broking)

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About SpaceandPeople plc

SpaceandPeople facilitates and manages promotional space for marketing campaigns and retailing in shopping centres and other high footfall locations, such as theme parks and railway stations. SpaceandPeople is at the forefront of developing the concept of space as an advertising and promotional medium. It offers consumer brands the opportunity to promote their products through direct engagement with consumers through a mix of experiential marketing events and complementary above the line advertising and multimedia campaigns. SpaceandPeople offers a comprehensive service covering

brokerage, consultancy and venue centric media buying. SpaceandPeople is independently funded and its shares are admitted to trading on AIM. The Company acquired Retail Profile, the RMU specialist, in May 2010 and operates in the UK, Germany, India and Russia.

www.spaceandpeople.com

Notification and public disclosure of transactions by persons discharging managerial responsibilities ("PDMRs") and persons closely associated ("PCA") with them.

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Matthew Bending	
2	Reason for the notification		
a)	Position/status	Chief Executive Officer	
b)	Initial notification / Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	SpaceandPeople 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 1 pence each ISIN: GB00B058DS79	
b)	Nature of the transaction	Grant of Options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil paid exercise price of 22 pence per share	75,000

d)	Aggregated information	Price(s)	Aggregated volume (s)
		N/A - single transaction	
e)	Date of the transaction	29 March 2017	
f)	Place of the transaction	Off market	

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Nancy Cullen
2	Reason for the notification	
a)	Position/status	Chief Operating Officer
b)	Initial notification / Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	SpaceandPeople 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 1 pence each ISIN: GB00B058DS79
b)	Nature of the transaction	Grant of Options

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil paid exercise price of 22 pence per share	75,000
d)	Aggregated information	Price(s)	Aggregated volume (s)
		N/A - single transaction	
e)	Date of the transaction	29 March 2017	
f)	Place of the transaction	Off market	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Gregor Dunlay	
2	Reason for the notification		
a)	Position/status	Chief Financial Officer	
b)	Initial notification / Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	SpaceandPeople 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,	Ordinary shares of 1 pence each	

	type of instrument Identification code:	ISIN: GB00B058DS79	
b)	Nature of the transaction	Grant of Options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil paid exercise price of 22 pence per share	75,000
d)	Aggregated information	Price(s)	Aggregated volume (s)
		N/A - single transaction	
e)	Date of the transaction	29 March 2017	
f)	Place of the transaction	Off market	

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