



RNS Number : 2434S  
 Reach4Entertainment Enterprises plc  
 08 March 2019

**reach4entertainment enterprises plc**

("r4e" or "the Company" or "the Group")

**Grant of Options**

reach4entertainment enterprises plc, the entertainment marketing communications group, announces that it has made a grant of options under its employee share incentive scheme, the reach4entertainment enterprises plc 2016 Long Term Incentive Plan ("the scheme").

The Board recognises the importance of retaining and incentivising employees and therefore has granted options to the CEO Marc Boyan, four PDMR's and one other employee. A total of 11,829,924 options have been granted over the Company's ordinary shares of 0.05 pence each ("Options" and "Ordinary Shares" respectively) which represents approximately 1.18 per cent of the current issued ordinary share capital of the Company.

	<b>Position</b>	<b>New Options Granted</b>	<b>No. Options post Grant</b>
Marc Boyan <sup>1</sup>	CEO	4,329,924	128,965,883
Paul Summers	PDMR	2,000,000	2,000,000
Simon Shimell	PDMR	500,000	2,000,000
Selby Ladd	PDMR	2,000,000	2,000,000
Stephen Santore	PDMR	2,000,000	2,000,000

<sup>1</sup>Marc Boyan's placing participation is being undertaken through Miroma r4e Holdings Limited, a company wholly owned by Miroma Holdings Limited, a company of which Marc Boyan is a director and controlling shareholder.

The Options, all of which are exercisable at 1.2 pence per Ordinary Share, vest on varying dates subject to employees remaining in employment until specified future dates and certain share price performance targets as previously disclosed to the market. See links to these disclosures below. The Options expire on 27 February 2025.

Performance conditions for Marc Boyan as previously disclosed:

<https://www.r4e.com/pdfs/announcements/21-Dec-2017-Director-&-PDMR-Shareholdings-and-Grant-of-Options.pdf>

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Marc Boyan
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive 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>					
a)	Name	reach4entertainment enterprises plc				
b)	LEI	213800JHWWJD1PKYGS67				
<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 0.005p each  GB00B1HLCW86				
b)	Nature of the transaction	Grant of options over 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>£0.012</td> <td>4,329,924</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£0.012	4,329,924
Price(s)	Volume(s)					
£0.012	4,329,924					
d)	Aggregated information - Aggregated volume - Price	4,329,924 £0.012				
e)	Date of the transaction	7 March 2019				
f)	Place of the transaction	Outside of a trading venue				

Performance conditions for PDMR's as previously disclosed:

<https://www.r4e.com/pdfs/announcements/2016-03-04-grant-of-options.pdf>

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Paul Summers
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	COO (PDMR)
b)	Initial notification /Amendment	Initial

<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	reach4entertainment enterprises plc				
b)	LEI	213800JHWWJD1PKYGS67				
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Price(s)	Volume(s)					
£0.012	2,000,000					
d)	Aggregated information - Aggregated volume - Price	2,000,000 £0.012				
e)	Date of the transaction	7 March 2019				
f)	Place of the transaction	Outside of a trading venue				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Simon Shimell
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Dewynters Finance Director (PDMR)
b)	Initial notification /Amendment	Initial

<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	reach4entertainment enterprises plc				
b)	LEI	213800JHWWJD1PKYGS67				
<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	Ordinary shares of 0.005p each				
	Identification code	GB00B1HLCW86				
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Price(s)	Volume(s)					
£0.012	500,000					
d)	Aggregated information					
	- Aggregated volume	500,000				
	- Price	£0.012				
e)	Date of the transaction	7 March 2019				
f)	Place of the transaction	Outside of a trading venue				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Shelby Ladd
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	SpotCo Managing Director (PDMR)
b)	Initial notification /Amendment	Initial
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	

a)	Name	reach4entertainment enterprises plc				
b)	LEI	213800JHWWJD1PKYGS67				
<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>					
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£0.012	2,000,000					
d)	Aggregated information					
	- Aggregated volume	2,000,000				
	- Price	£0.012				
e)	Date of the transaction	7 March 2019				
f)	Place of the transaction	Outside of a trading venue				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Stephen Santore
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	SpotCo Managing Director (PDMR)
b)	Initial notification /Amendment	Initial
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	reach4entertainment enterprises plc

b)	LEI	213800JHWWJD1PKYGS67				
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£0.012	2,000,000					
d)	Aggregated information					
	- Aggregated volume	2,000,000				
	- Price	£0.012				
e)	Date of the transaction	7 March 2019				
f)	Place of the transaction	Outside of a trading venue				

**For information, please contact:**

**reach4entertainment enterprises plc**  
 Marc Boyan, CEO  
 Paul Summers, COO

Phone: +44 (0)20 7968 1655

**Yellow Jersey PR**  
 Charles Goodwin  
 Harriet Jackson

Phone: +44 (0)7747 788 221 / +44 (0)7544 275 882  
 Email: r4e@yellowjerseypr.com

**Grant Thornton, NOMAD**  
 Philip Secrett  
 Jen Clarke  
 Seamus Fricker

Phone: +44 (0)20 7383 5100

**Dowgate Capital, Broker**  
 James Serjeant  
 David Poutney

Phone: +44 (0)20 3903 7715



## Notes to Editors

reach4entertainment enterprises plc ("r4e") operates a collection of theatrical, film and live entertainment marketing, PR, advertising and display agencies, across the world. The Company uses its extensive experience in the live entertainments space to create value through investing in innovative and established agencies that provide communications services to a range of clients involved with theatre, film, concerts and more.

For further information on r4e you are invited to visit the Company's website at [www.r4e.com](http://www.r4e.com).

### **Spot and Company of Manhattan, INC.**

A global leading full-service arts and live entertainment advertising and marketing agency. In an ever-changing media landscape, it stays ahead of the curve with a mix of bold positioning through interactive, broadcast, environmental and print campaigns.

<https://www.spotnyc.com>

### **Dewynters Limited**

A leading independent arts, events and live entertainment marketing specialist. The agency's work in theatre, museums, attractions, sport and music is seen right across the globe.

<http://www.dewynters.com>

### **Newman Displays Limited**

The UK's leading large-scale outdoor signage, front of house, marquee display and installation company. Clients include major West End theatre productions, leading film companies, cinemas and major global events.

<http://www.newman-displays.com>

### **Wake the Bear Limited**

A marketing communications agency that supports businesses to invent, reposition and regenerate their brands in order to grow. The agency carries out brand strategy, communications planning and end-to-end activation.

<http://wakethebear.co.uk>

### **Story House PR Limited**

A new public relations agency for the theatre and live entertainment industries, operating in the UK and internationally. The agency crafts engaging campaigns for audiences, driven by strategy: the right channel, at the right time, with the right message. Fully integrating PR with paid media and social, ensuring all elements of a campaign are working together, Story House collaborates with its clients to ensure its work is dedicated to realising their ambitions.

[www.storyhousepr.co.uk](http://www.storyhousepr.co.uk)