

Synety Group plc
("Synety" or "the Group")

Directors Dealing

Synety Group plc (AIM: SNTY.L), was notified on 9th September that on 9th September 2014 Paul Williams, Chief Financial Officer, purchased 2,283 ordinary shares of 20 pence each in the share capital of the Group ("Ordinary Shares") at a price of 218.45 pence per Ordinary Share for the benefit of his SIPP.

Following this purchase, Paul Williams now holds 39,607 Ordinary Shares, representing approximately 0.47% of the Group's total voting rights.

Additionally, on 9th September 2014 Mark Seemann, Chief Executive Officer, purchased 524 ordinary shares of 20 pence each in the share capital of the Group ("Ordinary Shares") at a price of 219.00 pence per Ordinary Share for the benefit of his SIPP.

Following this purchase, Mark Seemann now holds 876,077 Ordinary Shares, representing approximately 10.4% of the Group's total voting rights.

Further information

Simon Cleaver	Synety Group plc.	+44 (0)20 3587 7188
Shaun Dobson / Gillian Martin / Emily Watts	N+1 Singer (Nominated Adviser)	+44 (0)20 7496 3000
David Bick / Mark Longson	Square1 Consulting	+44 (0)207 929 5599