

Annex DTR3

Notification of Transactions of Directors/Persons Discharging Managerial Responsibility and Connected Persons

All relevant boxes should be completed in block capital letters.

1.	Name of the issuer International Personal Finance plc	2.	State whether the notification relates to (i) a transaction notified in accordance with DTR 3.1.2 R, (ii) a disclosure made in accordance LR 9.8.6R(1) or (iii) a disclosure made in accordance with section 793 of the Companies Act (2006). (i)
3.	Name of person discharging managerial responsibilities/director Rosamond Joy Marshall Smith	4.	State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person Not applicable
5.	Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a nonbeneficial interest 1 Holding of person in 3 above	6.	Description of shares (including class), debentures or derivatives or financial instruments relating to shares Ordinary shares of 10p
7.	Name of registered shareholders(s) and, if more than one, the number of shares held by each of them Rosamond Joy Marshall Smith	8.	State the nature of the transaction Acquisition of shares pursuant to exercise of an option under the International Personal Finance plc employee savings - related share option scheme
9.	Number of shares, debentures or financial instruments relating to shares acquired 5,106	10.	Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage) 0.001%
11.	Number of shares, debentures or financial instruments relating to shares disposed	12.	Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)

13.	Price per share or value of transaction 188p	14.	Date and place of transaction 19 August 2011
15.	Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage) 23,507 (0:009%)	16.	Date issuer informed of transaction 19 August 2011

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes

17.	Date of grant	18.	Period during which or date on which exercisable
19.	Total amount paid (if any) for grant of the option	20.	Description of shares or debentures involved (class and number)
21.	Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise	22.	Total number of shares or debentures over which options held following notification
23.	Any additional information	24.	Name of contact and telephone number for queries

Name of authorised official of issuer responsible for making notification

Kevin Hogg – Assistant Company Secretary

Date of notification

19 August 2011

Notes: This form is intended for use by an issuer to make a RIS notification required by DR 3.3.

- (1) An issuer making a notification in respect of a transaction relating to the shares or debentures of the issuer should complete boxes 1 to 16, 23 and 24.
- (2) An issuer making a notification in respect of a derivative relating the shares of the issuer should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24.
- (3) An issuer making a notification in respect of options granted to a director/person discharging managerial responsibilities should complete boxes 1 to 3 and 17 to 24.
- (4) An issuer making a notification in respect of a financial instrument relating to the shares of the issuer (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

