

11 July 2017

The notification set out below is provided in accordance with the requirements of the EU Market Abuse Regulation

|           |  |                            |           |
|-----------|--|----------------------------|-----------|
| <b>1.</b> | <b>Details of the person discharging managerial responsibilities / person closely associated</b>   |                            |           |
| a)        | Name   | Michael Hirst              |           |
| <b>2.</b> | <b>Reason for the notification</b>   |                            |           |
| b)        | Position / status  | Non Executive Director     |           |
| c)        | Initial notification / amendment   | Initial notification       |           |
| <b>3.</b> | <b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>   |                            |           |
| a)        | Name   | Safestay PLC               |           |
| b)        | LEI  | Under application          |           |
| <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 1p each |           |
|           | Identification Code  | ISIN: GB00BKT0J702         |           |
| b)        | Nature of the transaction(s)   | Purchase                   |           |
| c)        | Price(s) and volume(s)   | Price(s)                   | Volume(s) |
|           |  | 52p                        | 50,000    |
| d)        | Aggregated information<br>- Aggregated volume<br>- Price   | n/a single transaction     |           |
| e)        | Date of the transaction  | 10 July 2017               |           |
| f)        | Place of the transaction   | UK                         |           |