

3 November 2011

NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS

This form is intended for use by an issuer to make a RIS notification required by DTR 3.1.4.

- (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.

Please complete all relevant boxes in block capital letters.

1. Name of the issuer

ST IVES PLC

2. State whether the notification relates to:

- (i) a transaction notified in accordance with DTR 3.1.2R; or
- (ii) a disclosure made in accordance with 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

MATTHEW ARMITAGE (DIRECTOR)

4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person

NOTIFICATION IS IN RESPECT THE PERSON NAMED IN 3 ABOVE AND JILL ARMITAGE, A PERSON CONNECTED TO THE PERSON NAMED IN 3 ABOVE.

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 non-beneficial interest

NOTIFICATION IS IN RESPECT OF A BENEFICIAL INTEREST HELD BY THE PERSONS NAMED IN 3 AND 4 ABOVE.

6. Description of shares (including class), debentures or derivatives or financial instruments relating to shares

ORDINARY SHARES OF 10 PENCE EACH

St Ives plc

One Tudor Street

London EC4Y 0AH

T 020 7928 8844 **F** 020 7902 6566

W www.st-ives.co.uk

7. Name of registered shareholders(s) and, if more than one, the number of shares held by each of them

HSBC GLOBAL CUSTODY NOMINEE (UK) LIMITED A/C 968747

8. State the nature of the transaction

ACQUISITION OF SHARES AT MARKET VALUE FROM THE GROUP'S NON-US EMPLOYEE BENEFIT TRUST ("THE EBT") PURSUANT TO THE RULES OF THE ST IVES DIRECTORS' AND SENIOR EXECUTIVES' DEFERRED BONUS SCHEME ("THE DBS").

9. Number of shares, debentures or financial instruments relating to shares acquired

50,449

10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)

<0.05%

11. Number of shares, debentures or financial instruments relating to shares disposed

N/A

12. Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)

N/A

13. Price per share or value of transaction

87.9545 PENCE PER SHARE

14. Date and place of transaction

1 NOVEMBER 2011, JERSEY

15. Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)

TOTAL NUMBER OF SHARES HELD FOLLOWING THIS NOTIFICATION:

EXPRESSED AS A PERCENTAGE OF ISSUED SHARE CAPITAL:

MATTHEW ARMITAGE 205,829 <0.19%

16. Date issuer informed of transaction

3 NOVEMBER 2011

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

17. Date of grant

N/A

St Ives plc

One Tudor Street

London EC4Y 0AH

T 020 7928 8844 F 020 7902 6566

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18. Period during which or date on which it can be exercised

N/A

19. Total amount paid (if any) for grant of the option

N/A

20. Description of shares or debentures involved (class and number)

N/A

21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise

N/A

22. Total number of shares or debentures over which options held following notification

N/A

23. Any additional information

ST IVES PLC'S ISSUED SHARE CAPITAL AS AT 3 NOVEMBER 2011 IS 112,111,622 ORDINARY SHARES OF 10 PENCE EACH.

THE SHARES HAVE BEEN PURCHASED PURSUANT TO THE DBS AT MARKET VALUE FROM THE GROUP'S NON-US EBT. BENEFICIAL OWNERSHIP OF THE SHARES SHALL, INTER ALIA, VEST IMMEDIATELY BUT THE SHARES SHALL BE HELD IN TRUST DURING A HOLDING PERIOD, FOR RELEASE IN NOVEMBER 2013, PROVIDED THAT THE DBS PARTICIPANT REMAINS EMPLOYED BY THE GROUP AT THAT TIME. DURING THE HOLDING PERIOD, THE BENEFICIAL OWNER WILL BE ENTITLED TO VOTE THE SHARES AND RECEIVE DIVIDENDS ON THEM BUT WILL BE UNABLE TO SELL, TRANSFER, ASSIGN OR CHARGE ANY INTEREST IN THE SHARES WITHOUT THE CONSENT OF THE REMUNERATION COMMITTEE OF ST IVES PLC.

186,218 SHARES WERE HELD IN THE GROUP'S NON-US EBT IMMEDIATELY PRIOR TO THE ACQUISITION OF SHARES BY DBS PARTICIPANTS. A TOTAL OF 121,718 SHARES WERE ACQUIRED BY THE DBS PARTICIPANTS AND ACCORDINGLY THE NUMBER OF SHARES HELD BY THE NON-US EBT NOW STANDS AT 64,500. THE DIRECTORS OF ST IVES PLC, WHICH INCLUDES THE PERSON NAMED IN 3 ABOVE, AS POTENTIAL BENEFICIARIES UNDER THE EBT ARE CONSIDERED TO BE INTERESTED IN ALL THE SHARES HELD BY THE EBT.

24. Name of contact and telephone number for queries

PHILIP HARRIS 020 7928 8844

Name and signature of duly authorised officer of issuer responsible for making notification

PHILIP HARRIS, COMPANY SECRETARY, ST IVES PLC

Date of notification

3 NOVEMBER 2011

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