

Lloyds Banking Group plc
Form 6-K
September 19, 2014

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 6-K

Report of Foreign Private Issuer
Pursuant to Rule 13a-16 or 15d-16
of the Securities Exchange Act of 1934

19 September 2014

LLOYDS BANKING GROUP plc
(Translation of registrant's name into English)

5th Floor
25 Gresham Street
London
EC2V 7HN
United Kingdom

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports
under cover Form 20-F or Form 40-F.

Form 20-F..X.. Form 40-F.....

Indicate by check mark whether the registrant by furnishing the information
contained in this Form is also thereby furnishing the information to the
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No ..X..

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule
12g3-2(b): 82- _____

Index to Exhibits

19 September 2014

TOBY STRAUSS EXERCISES OPTION TO ACQUIRE SHARES IN LLOYDS BANKING GROUP PLC ("GROUP")

On 18 September 2014, the Group was notified that Toby Strauss, a person discharging managerial responsibilities, had acquired 951,353 ordinary shares of 10 pence each in the Group (the "Shares") following the exercise on the same day of a share buy out award for nil consideration. The details of the share buy out award were announced in October 2011 at the time of the award. Mr Strauss retained all the Shares apart from 448,391 Shares which were sold at a price of 75.77 pence per Share to meet income tax and national insurance contributions.

This disclosure is made pursuant to the Financial Conduct Authority's Disclosure and Transparency Rule 3.1.4. The transaction took place in the UK and the Shares are listed on the London Stock Exchange.

ENQUIRIES:

Investor Relations
Douglas Radcliffe +44 (0) 20 7356 1571
Head of Operations & Reporting
Email: douglas.radcliffe@finance.lloydsbanking.com

Group Corporate Affairs
Matt Smith +44 (0) 20 7356 3522
Head of Corporate Media
Email: matt.smith@lloydsbanking.com

Signatures

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

GROUP plc

LLOYDS BANKING
(Registrant)

By: Charles King
Name: Charles King

Title: Investor Relations Director

Date: 19 September 2014