

8 June 2023

Vertu Motors plc ("Vertu Motors" or "Company")

Director and PDMR Share Purchases

Vertu Motors announces that it was notified on 7 June 2023, of the following acquisitions (“Dealings”) in the Company’s ordinary shares of 10p each (“Ordinary Shares”) by directors and persons discharging managerial responsibility in the Company. The Dealings took place on 7 June 2023 pursuant to the Company’s Share Incentive Plan at a price of 61p per Ordinary Share:

PDMR	Beneficial holding of Ordinary Shares prior to the Dealing*	% of issued share capital prior to the Dealing*	Ordinary Shares acquired by PDMR	Resultant Beneficial holding of Ordinary Shares after the Dealing*	Resultant % of issued share capital after the Dealing*
Robert Forrester	7,486,575	2.17	2,943	7,489,518	2.17
David Crane	465,479	0.13	2,943	468,422	0.14
Karen Anderson	1,163,694	0.34	2,943	1,166,637	0.34
Stephen Gould	19,881	0.01	2,943	22,824	0.01
Michael Rich	46,594	0.01	2,943	49,537	0.01
Christopher Taylor	370,116	0.11	2,943	373,059	0.11
Leonardo Caruso	7,487	0.00	2,943	10,430	0.00
Mark Gibbings	20,367	0.01	2,943	23,310	0.01

*includes shares held by the PDMR’s PCAs.

The Company's issued share capital consists of 344,837,480 Ordinary Shares with voting rights. The Company does not hold any Ordinary Shares in treasury.

NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	ROBERT FORRESTER
2.	Reason for the notification	
	ACQUISITION OF SHARES	
a)	Position/status	CEO
b)	Initial notification/Amendment	INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	VERTU MOTORS PLC
b)	LEI	213800GIKJEUIGMI575
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (vi) each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC

	Identification code	GB00B1GK4645				
b)	Nature of the transaction	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE INCENTIVE PLAN				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£0.61</td> <td>2,943</td> </tr> </tbody> </table>	Price	Volume(s)	£0.61	2,943
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£0.61	2,943					
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
e)	Date of the transaction	7 June 2023				
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM				

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	KAREN ANDERSON				
2.	Reason for the notification					
a)	Position/status	CFO				
b)	Initial notification/Amendment	INITIAL NOTIFICATION				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	VERTU MOTORS PLC				
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1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	STEPHEN GOULD				
2.	Reason for the notification					
a)	Position/status	OPERATIONS DIRECTOR				
b)	Initial notification/Amendment					
	INITIAL NOTIFICATION					
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	VERTU MOTORS PLC				
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	DAVID CRANE
2.	Reason for the notification	
a)	Position/status	COO
b)	Initial notification/Amendment	
	INITIAL NOTIFICATION	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	MICHAEL RICH
2.	Reason for the notification	
a)	Position/status	OPERATIONS DIRECTOR
b)	Initial notification/Amendment	INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	CHRISTOPHER TAYLOR	
2.	Reason for the notification		
a)	Position/status	OPERATIONS DIRECTOR	
b)	Initial notification/Amendment	INITIAL NOTIFICATION	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	LEONARDO CARUSO	
2.	Reason for the notification		
		ACQUISITION OF SHARES	

a)	Position/status	OPERATIONS DIRECTOR				
b)	Initial notification/Amendment	INITIAL NOTIFICATION				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	VERTU MOTORS PLC				
b)	LEI	213800GIKJEIUIGMI575				
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	MARK GIBBINGS
2.	Reason for the notification	
	ACQUISITION OF SHARES	
a)	Position/status	OPERATIONS DIRECTOR
b)	Initial notification/Amendment	INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	VERTU MOTORS PLC
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- Ends -

For further information please contact:

Vertu Motors plc

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Notes to Editors

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 189 sales outlets across the UK. Its dealerships operate predominantly under the Bristol Street Motors, Vertu and Macklin Motors brand names.

Vertu Motors was established in November 2006 with the strategy to consolidate the UK motor retail sector. It is intended that the Group will continue to acquire motor retail operations to grow a scaled dealership group. The Group's acquisition strategy is supplemented by a focused organic growth strategy to drive operational efficiencies through its national dealership network. The Group currently operates 185 franchised sales outlets and 4 non-franchised sales operations from 141 locations across the UK.

Vertu's Mission Statement is to "deliver an outstanding customer motoring experience through honesty and trust".

Vertu Motors Group websites – <https://investors.vertumotors.com/> / www.vertucareers.com
Vertu brand websites – www.vertumotors.com / www.bristolstreet.co.uk / www.vertuhonda.com / www.vertutoyota.com / www.macklinmotors.co.uk / www.vertumotorcycles.com