

12 March 2024

Vertu Motors plc

(the “Company”)

Notification of Directors’ and PDMRs’ interests

The Company announces that it made grants of nil-cost options over ordinary shares of 10p each in the Company (“**Ordinary Shares**”) to directors of, and persons discharging managerial responsibility in, the Company (“**Options**”). The Options were made under the Partnership Share Scheme, part of the Company’s Long Term Incentive Plan, and are a percentage of target earnings calculated using the Company’s closing share price on the date prior to the date of grant. The Options were issued on 05 March 2024 as detailed below:

Director	Number of Ordinary Shares subject to the Options	Resultant number of Ordinary Shares subject to options	Beneficial holding of Ordinary Shares excluding options
Robert Forrester	426,600	1,873,261	7,489,518
David Crane	240,000	1,553,874	481,462
Karen Anderson	240,000	1,553,874	1,166,637
Colin Kent	128,571	1,167,144	449,251
Christopher Taylor	128,571	1,337,491	373,059
Michael Rich	128,571	1,373,853	49,537
Leon Caruso	128,571	867,144	10,430
Stephen Gould	128,571	837,491	30,493
Mark Gibbings	107,142	522,069	23,310
Anthony Masterson	107,142	261,818	57,412
Tom Garratt	96,428	251,092	34,508

Vesting of the Options is pro rata to the individual’s achievement of a variety of annual bonus targets for the current financial year, ending 28 February 2025, and vested Options are then subject to a further three-year holding period before they can be exercised (until March 2028).

The Company’s issued share capital consists of 337,602,150 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	ISSUE OF OPTIONS

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	213800GIKJEIUGMI575				
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 Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645				
b)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM 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>NIL</td> <td>426,600</td> </tr> </tbody> </table>	Price	Volume(s)	NIL	426,600
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NIL	426,600					
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
e)	Date of the transaction	5 MARCH 2024				
f)	Place of transaction	OUTSIDE A TRADING VENUE				

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	DAVID CRANE
2.	Reason for the notification	
b)	Position/status	COO
c)	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	213800GIKJEIUGMI575
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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	COLIN KENT
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	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	
a)	Name	VERTU MOTORS PLC
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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					
a)	Name	VERTU MOTORS PLC				
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	LEON CARUSO
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	
b)	LEI	213800GIKJEIUGMI575	
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		NIL	128,571
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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	
b)	LEI	213800GIKJEIUGMI575	
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	MARK GIBBINGS	
2.	Reason for the notification		
	ISSUE OF OPTIONS		
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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c)	Price(s) and volume(s)		
		Price	Volume(s)
		NIL	107,142
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	ANTHONY MASTERSON	
2.	Reason for the notification		
	ISSUE OF OPTIONS		
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	TOM GARRATT				
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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NIL	96,428					

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- ENDS –

Vertu Motors plc

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Karen Anderson, CFO

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Phil Clark, Investor relations

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Billy Clegg

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Tom Huddart

Notes to Editors

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 188 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 184 franchised sales outlets and 4 non-franchised sales operations from 143 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