

16 October 2024

**Vertu Motors plc**

**(the “Company”)**

**Notification of PDMR interests**

The Company announces that it was notified on 16 October 2024 that Michelle O’Brien, the wife of Anthony Masterson, a person discharging managerial responsibility in the Company, has purchased 12,914 ordinary shares of 10p each in the Company (“**Ordinary Shares**”). The purchase took place on 16 October 2024 at a price of 61.85 pence per Ordinary Share.

<b>PDMR</b>	<b>Beneficial holding of Ordinary Shares prior to the dealings above*</b>	<b>% of issued share capital prior to the dealings above*</b>	<b>Ordinary Shares acquired by PDMR</b>	<b>Resultant Beneficial holding of Ordinary Shares after the dealings above*</b>	<b>Resultant % of issued share capital after the dealings above*</b>
Anthony Masterson	59,633	0.02%	12,914	72,547	0.02%

\* includes shares held by persons closely associated with the PDMR.

The Company's issued share capital consists of 334,263,508 Ordinary Shares with voting rights. The Company does not hold any Ordinary Shares in treasury.

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	<b>MICHELLE O'BRIEN</b>
2.	Reason for the notification	
b)	Position/status	<b>SPOUSE of ANTHONY MASTERSON</b>
c)	Initial notification/Amendment	
	<b>INITIAL NOTIFICATION</b>	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
d)	Name	<b>VERTU MOTORS PLC</b>
e)	LEI	<b>213800GIKJEIUGMI575</b>
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	
f)	Description of the financial instrument, type of instrument identification code	<b>ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC</b>
	Identification code	<b>GB00B1GK4645</b>
g)	Nature of the transaction	
	<b>PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC</b>	
h)	Price(s) and volume(s)	
	<b>Price</b>	<b>Volume(s)</b>

		<b>0.6185</b>	<b>12,914</b>	
i)	Aggregated information -Aggregated volume - Price	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>		
j)	Date of the transaction	<b>16 OCTOBER 2024</b>		
k)	Place of transaction	<b>LONDON STOCK EXCHANGE, AIM</b>		

- 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 193 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 190 franchised sales outlets and 3 non-franchised sales operations from 145 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](http://www.vertucareers.com)

Vertu brand websites – [www.vertumotors.com](http://www.vertumotors.com) / [www.bristolstreet.co.uk](http://www.bristolstreet.co.uk) / [www.vertuhonda.com](http://www.vertuhonda.com) / [www.vertutoyota.com](http://www.vertutoyota.com) / [www.macklinmotors.co.uk](http://www.macklinmotors.co.uk) / [www.vertumotorcycles.com](http://www.vertumotorcycles.com)