

5 March 2025

**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 4 March 2025 as detailed below:

<b>Director</b>	<b>Number of Ordinary Shares subject to the Options</b>	<b>Resultant number of Ordinary Shares subject to options</b>	<b>Beneficial holding of Ordinary Shares excluding options</b>
Robert Forrester	611,321	2,110,513	5,491,740
David Crane	344,151	1,687,578	286,948
Karen Anderson	344,151	1,687,578	1,168,859
Colin Kent	169,811	1,306,493	449,251
Christopher Taylor	169,811	1,483,776	335,280
Leon Caruso	169,811	1,000,101	12,651
Stephen Gould	169,811	813,214	32,714
Mark Gibbings	169,811	590,124	25,532
Anthony Masterson	169,811	431,629	72,547
Tom Garratt	169,811	420,903	36,729

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 2026, and vested Options are then subject to a further three-year holding period before they can be exercised (until March 2029).

The Company’s issued share capital consists of 330,101,763 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	<b>ROBERT FORRESTER</b>
2.	Reason for the notification	
a)	Position/status	<b>CEO</b>

b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	<b>VERTU MOTORS PLC</b>				
b)	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					
a)	Description of the financial instrument, type of instrument identification code  Identification code	<b>ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC  GB00B1GK4645</b>				
b)	Nature of the transaction	<b>ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN</b>				
c)	Price(s) and volume(s)					
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Price	Volume(s)					
<b>NIL</b>	<b>611,321</b>					
d)	Aggregated information  -Aggregated volume  - Price	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>				
e)	Date of the transaction	<b>4 MARCH 2025</b>				
f)	Place of transaction	<b>OUTSIDE A TRADING VENUE</b>				

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	<b>DAVID CRANE</b>
2.	Reason for the notification	
b)	Position/status	<b>COO</b>
c)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	<b>VERTU MOTORS PLC</b>
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c)	Price(s) and volume(s)	
	<b>Price</b>	<b>Volume(s)</b>
	<b>NIL</b>	<b>344,151</b>
d)	Aggregated information -Aggregated volume - Price	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>
e)	Date of the transaction	<b>4 MARCH 2025</b>
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	<b>KAREN ANDERSON</b>
2.	Reason for the notification	
a)	Position/status	<b>CFO</b>
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	<b>VERTU MOTORS PLC</b>
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f)	Place of transaction	<b>OUTSIDE A TRADING VENUE</b>

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	<b>COLIN KENT</b>
2.	Reason for the notification	
a)	Position/status	<b>OPERATIONS DIRECTOR</b>
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>
3.	Details of the issuer, emission allowance market participant, auction platform,	

	auctioneer or auction monitor					
a)	Name	<b>VERTU MOTORS PLC</b>				
b)	LEI	<b>213800GIKJEIUGMI575</b>				
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d)	Aggregated information  -Aggregated volume  - Price	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>				
e)	Date of the transaction	<b>4 MARCH 2025</b>				
f)	Place of transaction	<b>OUTSIDE A TRADING VENUE</b>				

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	<b>CHRISTOPHER TAYLOR</b>
2.	Reason for the notification	
a)	Position/status	<b>OPERATIONS DIRECTOR</b>
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	<b>VERTU MOTORS PLC</b>
b)	LEI	<b>213800GIKJEIUGMI575</b>
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		<b>Price</b>	<b>Volume(s)</b>
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	<b>LEON CARUSO</b>	
2.	Reason for the notification		
a)	Position/status	<b>OPERATIONS DIRECTOR</b>	
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	<b>VERTU MOTORS PLC</b>	
b)	LEI	<b>213800GIKJEIUGMI575</b>	
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f)	Place of transaction	<b>OUTSIDE A TRADING VENUE</b>	

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	<b>STEPHEN GOULD</b>	
2.	Reason for the notification		
a)	Position/status	<b>OPERATIONS DIRECTOR</b>	
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		

a)	Name	<b>VERTU MOTORS PLC</b>	
b)	LEI	<b>213800GIKJEIUGMI575</b>	
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	<b>MARK GIBBINGS</b>	
2.	Reason for the notification		
a)	Position/status	<b>OPERATIONS DIRECTOR</b>	
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	<b>VERTU MOTORS PLC</b>	
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	<b>ANTHONY MASTERSON</b>	
2.	Reason for the notification		
	<b>ISSUE OF OPTIONS</b>		
a)	Position/status	<b>OPERATIONS DIRECTOR</b>	
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	<b>VERTU MOTORS PLC</b>	
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	<b>TOM GARRATT</b>	
2.	Reason for the notification		
	<b>ISSUE OF OPTIONS</b>		
a)	Position/status	<b>OPERATIONS DIRECTOR</b>	
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	<b>VERTU MOTORS PLC</b>	

b)	LEI	<b>213800GIKJEIUGMI575</b>				
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- ENDS -

**Vertu Motors plc**

Robert Forrester, CEO  
Karen Anderson, CFO  
Phil Clark, Investor Relations

**Tel: +44 (0) 191 491 2121**

**Stifel (Nominated Adviser and Broker)**

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**Camarco**

Billy Clegg  
Tom Huddart

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**Notes to Editors**

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 199 sales outlets across the UK. Its dealerships operate predominantly under the Bristol Street Motors and Vertu 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 196 franchised sales outlets and 3 non-franchised sales operations from 154 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.vertumotorcycles.com](http://www.vertumotorcycles.com)