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:

	Number of Ordinary Shares subject to the Options	Resultant number of Ordinary Shares subject to options	Beneficial holding of Ordinary Shares excluding options
Director			
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 ROBERT FORRESTER		
2.	Reason for the notification ISSUE OF OPTIONS		
a)	Position/status	CEO	

b)	Initial notification/Amendmer	nt	INITIAL NO	OTIFICATION	
3.	Details of the issuer, emission	n allowanc	e market part	icipant, auction platform,	
	auctioneer or auction monito	r			
a)	Name		VERTU MO	TORS PLC	
b)	LEI		213800GIK	JEIUIGMI575	
4.	Details of transactions(s): se	ction to be	repeated for	(i) each type of instrument	t; (ii) each
	type of transaction; (iii) each conducted	date; and ((vi) each place	e where transactions have	e been
a)	Description of the financial		ORDINAR	Y SHARES OF 10p EACH	H IN
	instrument, type of instrumer	nt	VERTU MO	OTORS PLC	
	identification code				
	Identification code		GB00B1GI		
b)	Nature of the transaction			NCE OF OPTION OVER	
				Y SHARES OF 10p EACH	
				OTORS PLC, PURSUANT ''S LONG TERM INCENT	
			PLAN	S LONG TERM INCENT	IVE
c)	Price(s) and volume(s)		PLAN		
()	Frice(s) and volume(s)				
		Price		Volume(s)	
		NIL		611,321	
d)	Aggregated information		NOT APPL	ICABLE – SINGLE	
	1.199. 190.000		TRANSAC		
	-Aggregated volume				
	- Price				
e)	Date of the transaction		4 MARCH	2025	
f)	Place of transaction			A TRADING VENUE	
''	I lace of transaction		JOI SIDE	A INADINO VENOL	

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	DAVID CRANE	
2.	Reason for the notification	ISSUE OF OPTIONS	
b)	Position/status	C00	
c)	Initial notification/Amendment	INITIAL NOTIFICATION	
3.	Details of the issuer, emission allowance auctioneer or auction monitor	e market participant, auction platform,	
a)	Name	VERTU MOTORS PLC	
b)	LEI	213800GIKJEIUIGMI575	
4.	` '	repeated for (i) each type of instrument; (ii) each vi) each place where transactions have been	
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)				
		Price		Volume(s)	
		NIL		344,151	
d)	Aggregated information		NOT APPL TRANSAC	ICABLE – SINGLE TION	
	-Aggregated volume				
	- Price				
e)	Date of the transaction		4 MARCH	2025	
f)	Place of transaction		OUTSIDE A	A TRADING VENUE	

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name		KAREN AN	IDERSON
2.	Reason for the notification		ISSUE OF	OPTIONS
a)	Position/status		CFO	
b)	Initial notification/Amendment		INITIAL NO	TIFICATION
3.	Details of the issuer, emission allo	wance	market part	icipant, auction platform,
	auctioneer or auction monitor Name VERTU MOTORS PLC			TORC DI C
a)	Name			
b)	LEI			JEIUIGMI575
4.	type of transactions(s): section type of transaction; (iii) each date; conducted		•	(i) each type of instrument; (ii) each e where transactions have been
a)	Description of the financial instrument, type of instrument identification code			Y SHARES OF 10p EACH IN DTORS PLC
	Identification code		GB00B1G	K4645
b)	Nature of the transaction		ORDINARY VERTU MO	NCE OF OPTION OVER Y SHARES OF 10p EACH IN OTORS PLC, PURSUANT TO THE ''S LONG TERM INCENTIVE
c)	Price(s) and volume(s)			
	Pric NIL			Volume(s) 344,151
d)	Aggregated information -Aggregated volume - Price		NOT APPL TRANSAC	ICABLE - SINGLE TION
e)	Date of the transaction		4 MARCH	2025
f)	Place of transaction		OUTSIDE /	A TRADING VENUE

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	COLIN KENT		
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 monit	or			
a)	Name		VERTU MO	OTORS PLC	
b)	LEI		213800GIK	(JEIUIGMI575	
4.	Details of transactions(s): so type of transaction; (iii) each conducted		•	· ·	` '
a)	Description of the financial instrument, type of instrume identification code Identification code	strument, type of instrument entification code		Y SHARES OF 10p EA DTORS PLC K4645	CH IN
b)	Nature of the transaction			NCE OF OPTION OVE Y SHARES OF 10p EA OTORS PLC, PURSUA ''S LONG TERM INCE	CH IN NT TO THE
c)	Price(s) and volume(s)	Price NIL		Volume(s) 169,811	7
d)	Aggregated information -Aggregated volume - Price		NOT APPL TRANSAC	ICABLE – SINGLE	-1
e)	Date of the transaction		4 MARCH	2025	
f)	Place of transaction		OUTSIDE	A TRADING VENUE	

1.	Details of the person discharging man	nagerial responsibilities/person closely associated
a)	Name	CHRISTOPHER TAYLOR
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 allowar auctioneer or auction monitor	nce market participant, auction platform,
a)	Name	VERTU MOTORS PLC
b)	LEI	213800GIKJEIUIGMI575
4.	` '	e repeated for (i) each type of instrument; (ii) each d (vi) each place where transactions have been
	conducted	
a)	conducted Description of the financial instrument, type of instrument identification code Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645
a) b)	Description of the financial instrument, type of instrument identification code	VERTU MOTORS PLC

		Price		Volume(s)	
		NIL		169,811	
d)	Aggregated information		NOT APPL TRANSAC	ICABLE – SINGLE TION	
	-Aggregated volume				
	- Price				
e)	Date of the transaction	•	4 MARCH	2025	
f)	Place of transaction		OUTSIDE A	A TRADING VENUE	

1.	Details of the person disch	arging mana	agerial respon	sibilities/person closely associate	ed
a)	Name		LEON CAI	RUSO	
2.	Reason for the notification		ISSUE OF OPTIONS		
a)	Position/status	Position/status		OPERATIONS DIRECTOR	
b)	Initial notification/Amendm	ent	INITIAL N	OTIFICATION	
3.	Details of the issuer, emiss	sion allowan	ce market par	icipant, auction platform,	
	auctioneer or auction mon	itor			
a)	Name		VERTU MO	OTORS PLC	
b)	LEI		213800GIF	(JEIUIGMI575	
4.	Details of transactions(s):	section to be	repeated for	(i) each type of instrument; (ii) ea	ach
		ch date; and	(vi) each plac	e where transactions have been	
	conducted	_			
a)	Description of the financial			Y SHARES OF 10p EACH IN	
	instrument, type of instrum	ient	VERTU MO	OTORS PLC	
	identification code				
	Identification code		GB00B1G	ZAGAE	
b)	Nature of the transaction			NCE OF OPTION OVER	
D)	ivature of the transaction			Y SHARES OF 10p EACH IN	
				OTORS PLC, PURSUANT TO T	HE
				'S LONG TERM INCENTIVE	
			PLAN		
c)	Price(s) and volume(s)		- 1		
		Price		Volume(s)	
		NIL		169,811	
d)	Aggregated information			ICABLE - SINGLE	
	-Aggregated volume		TRANSAC	HON	
	Aggregated volume				
	- Price				
e)	Date of the transaction		4 MARCH		
f)	Place of transaction			A TRADING VENUE	

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

a)	Name		VERTU MO	OTORS PLC		
b)	LEI 213800GIKJEIUIGMI575					
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		ORDINARY SHARES OF 10p EACH IN			
	instrument, type of instrumer	nt	VERTU MO	OTORS PLC		
	identification code					
	Identification code		GB00B1G	GB00B1GK4645		
b)	Nature of the transaction		ACCEPTANCE OF OPTION OVER		ER .	
			ORDINAR	Y SHARES OF 10p EA	ACH IN	
				VERTU MOTORS PLC, PURSUANT TO THE		
			COMPANY'S LONG TERM INCENTIVE			
			PLAN			
c)	Price(s) and volume(s)					
				T		
		Price		Volume(s)		
		NIL		169,811		
d)	Aggregated information		_	LICABLE - SINGLE		
	-Aggregated volume		TRANSAC	TION		
	Aggregated volume					
	- Price					
e)	Date of the transaction		4 MARCH	2025		
f)	Place of transaction		OUTSIDE	A TRADING VENUE		

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		
b)	LEI	213800GIKJEIUIGMI575		
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 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)			
	Price	Volume(s)		

		NIL		169,811	
d)	Aggregated information		NOT APPLICABLE – SINGLE TRANSACTION		
	-Aggregated volume				
	- Price				
e)	Date of the transaction		4 MARCH	2025	
f)	Place of transaction		OUTSIDE A	A TRADING VENUE	

1.	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name		ANTHONY MASTERSON		
2.	Reason for the notification		ISSUE OF	ISSUE OF OPTIONS	
a)	Position/status		OPERATIO	ONS DIRECTOR	
b)	Initial notification/Amendme	ent	INITIAL NO	TIFICATION	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name		VERTU MO	OTORS PLC	
b)	LEI		213800GIF	JEIUIGMI575	
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				
а)	Description of the financial instrument, type of instrum identification code		VERTU MO	Y SHARES OF 10p EACH IN OTORS PLC	
	Identification code		GB00B1G		
b)	Nature of the transaction		ORDINAR'	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)				
		Price NIL		Volume(s) 169,811	
d)	Aggregated information -Aggregated volume - Price		NOT APPL TRANSAC	ICABLE – SINGLE TION	
e)	Date of the transaction		4 MARCH	4 MARCH 2025	
f)	Place of transaction		OUTSIDE A TRADING VENUE		

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	TOM GARRATT		
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		

b)	LEI		213800GIK	JEIUIGMI575	
4.	Details of transactions(s): sect	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	ORDINARY SHARES OF 10p EACH IN			
	instrument, type of instrument		VERTU MOTORS PLC		
	identification code				
	Identification code		GB00B1GK4645		
b)	Nature of the transaction			NCE OF OPTION OVER	
				SHARES OF 10p EAC	
				OTORS PLC, PURSUAI ''S LONG TERM INCEN	
			PLAN	3 LUNG TERM INCER	NIIVE
c)	Price(s) and volume(s)		FLAN		
()	Frice(s) and volume(s)				
	Г	Price		Volume(s)	1
		NIL		169,811	1
d)	Aggregated information		NOT APPL	ICABLE – SINGLE TION	•
	-Aggregated volume				
	- Price				
e)	Date of the transaction		4 MARCH	2025	
f)	Place of transaction		OUTSIDE /	A TRADING VENUE	

- ENDS -

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Billy Clegg Tom Huddart

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".

 $\label{thm:com_verture} Vertu \ Motors \ Group \ websites - \ \underline{\text{https://investors.vertumotors.com}} \ / \ \underline{\text{www.vertucareers.com}} \ / \ \underline{\text{www.vertumotors.com}} \ / \ \underline{\text{www.vertuhonda.com}} \ / \ \underline{\text{www.vertuhonda.com}} \ / \ \underline{\text{www.vertuhonda.com}} \ / \ \underline{\text{www.vertumotorcycles.com}} \ / \ \underline{$