

11 March 2025

Vertu Motors plc

(the “Company”)

Notification of PDMR interests

The Company announces that it was notified on 7 March 2025 that Leonardo Caruso, a person discharging managerial responsibility in the Company, had exercised nil-cost options over 236,220 ordinary shares of 10p each in the Company (“**Ordinary Shares**”) on 7 March 2025, that were issued in March 2021 under the Vertu Long Term Incentive Plan. The option exercise was satisfied via a transfer of Ordinary Shares from the Company’s Employee Benefit Trust.

PDMR	Beneficial holding of Ordinary Shares prior to the dealings above*	% of issued share capital prior to the dealings above*	Ordinary Shares acquired by PDMR	Resultant Beneficial holding of Ordinary Shares after the dealings above*	Resultant % of issued share capital after the dealings above*
Leonardo Caruso	12,651	0.00%	236,220	248,871	0.08%

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

The Company's issued share capital consists of 329,447,673 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	LEONARDO CARUSO
2.	Reason for the notification	
b)	Position/status	OPERATIONS DIRECTOR
c)	Initial notification/Amendment	
	INITIAL NOTIFICATION	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
d)	Name	VERTU MOTORS PLC
e)	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	
f)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC
	Identification code	GB00B1GK4645
g)	Nature of the transaction	
	EXERCISE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY’S LONG TERM INCENTIVE PLAN, RESULTING IN THE TRANSFER OF SHARES FROM THE COMPANY’S EBT	

h)	Price(s) and volume(s)	
	Price	Volume(s)
	NIL	236,220
i)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION
j)	Date of the transaction	7 MARCH 2025
k)	Place of transaction	OFF MARKET

- 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)

Matthew Blawat
Nick Harland

Tel: +44 (0) 207 710 7688

Camarco

Billy Clegg
Tom Huddart

Tel: +44 (0) 203 757 4980

Notes to Editors

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 200 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 197 franchised sales outlets and 3 non-franchised sales operations from 155 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.vertumotorcycles.com