

13 March 2025

Vertu Motors plc

(the “Company”)

Notification of PDMR interests

The Company announces that it was notified on 12 March 2025 that Leonardo Caruso, a person discharging managerial responsibility in the Company, had sold 236,220 ordinary shares of 10p each in the Company (“**Ordinary Shares**”). The sale took place on 12 March 2025 at a price of 51.8292 pence per Ordinary Share.

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

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

The Company's issued share capital consists of 329,300,666 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	213800GIKJEUIGMI575
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	SALE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC
h)	Price(s) and volume(s)	
	Price	Volume(s)
	0.518292	236,220

i)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION
j)	Date of the transaction	12 MARCH 2025
k)	Place of transaction	LONDON STOCK EXCHANGE, AIM

- ENDS -

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 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