

1 April 2025

Vertu Motors plc

(the “Company”)

Notification of PDMR interests

The Company announces that it was notified on 31 March 2025 that Michelle O’Brien, the wife of Anthony Masterson, a person discharging managerial responsibility in the Company, has purchased 19,003 ordinary shares of 10p each in the Company (“**Ordinary Shares**”). The purchase took place on 31 March 2025 at a price of 49.9285 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 acquired by PDMR*	Resultant Beneficial holding of Ordinary Shares after the dealings above*	Resultant % of issued share capital after the dealings above*
Anthony Masterson	72,547	0.02%	19,003	91,550	0.03%

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

The Company's issued share capital consists of 328,405,056 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	MICHELLE O'BRIEN	
2.	Reason for the notification	PURCHASE OF SHARES	
b)	Position/status	SPOUSE of ANTHONY MASTERSON, GROUP 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	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC	
h)	Price(s) and volume(s)		
		Price	Volume(s)

		0.499285	19,003	
i)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION		
j)	Date of the transaction	31 MARCH 2025		
k)	Place of transaction	LONDON STOCK EXCHANGE, AIM		

- 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 198 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 195 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

Vertu brand websites – www.vertumotors.com / www.bristolstreet.co.uk / www.vertuhonda.com / www.vertutoyota.com / www.vertumotorcycles.com