

29 May 2025

**Vertu Motors plc**

**(the “Company”)**

**Notification of PDMR interests**

The Company announces that it was notified on 28 May 2025 that Colin Kent, 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 27 May 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.

The Company has also been notified that Colin Kent sold all of the 236,220 Ordinary Shares acquired. The sale took place on 28 May 2025 at a price of 65.2000 pence per Ordinary Share.

<b>PDMR</b>	<b>Beneficial holding of Ordinary Shares prior to the dealings above*</b>	<b>% of issued share capital prior to the dealings above*</b>	<b>Ordinary Shares acquired by PDMR</b>	<b>Resultant Beneficial holding of Ordinary Shares after the dealings above*</b>	<b>Resultant % of issued share capital after the dealings above*</b>
Colin Kent	449,251	0.14%	0	449,251	0.14%

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

The Company's issued share capital consists of 325,822,174 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	<b>COLIN KENT</b>
2.	Reason for the notification	<b>ACQUISITION OF SHARES</b>
b)	Position/status	<b>OPERATIONS DIRECTOR</b>
c)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
d)	Name	<b>VERTU MOTORS PLC</b>
e)	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	
f)	Description of the financial instrument, type of instrument identification code	<b>ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC</b>
	Identification code	<b>GB00B1GK4645</b>
g)	Nature of the transaction	<b>EXERCISE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY’S LONG</b>

		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	28 MAY 2025	
k)	Place of transaction	OFF MARKET	

1.	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	COLIN KENT					
2.	Reason for the notification	SALE OF SHARES					
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  Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC  GB00B1GK4645					
g)	Nature of the transaction	SALE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, RECEIVED PURSUANT TO THE COMPANY’S LONG TERM INCENTIVE PLAN					
h)	Price(s) and volume(s) <table><tr><td>Price</td><td>Volume(s)</td></tr><tr><td>0.652000</td><td>236,220</td></tr></table>			Price	Volume(s)	0.652000	236,220
Price	Volume(s)						
0.652000	236,220						
i)	Aggregated information  -Aggregated volume  - Price	NOT APPLICABLE – SINGLE TRANSACTION					
j)	Date of the transaction	28 MAY 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 198 sales outlets across the UK.

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](http://www.vertucareers.com)

Vertu brand websites – [www.vertumotors.com](http://www.vertumotors.com) / [www.vertuhonda.com](http://www.vertuhonda.com) / [www.vertutoyota.com](http://www.vertutoyota.com) / [www.vertumotorcycles.com](http://www.vertumotorcycles.com)