

10 June 2025

Vertu Motors plc ("Vertu Motors" or "Company")

Director and/or PDMR Share Purchases

Vertu Motors announces that it was notified on 09 June 2025 of the following acquisitions ("Dealings") in the Company's ordinary shares of 10p each ("Ordinary Shares") by directors and/or persons discharging managerial responsibility in the Company. The Dealings took place on 09 June 2025 pursuant to the Company's Share Incentive Plan at a price of 65p per Ordinary Share.

Director/PDMR	Beneficial holding of Ordinary Shares prior to the Dealing*	% of issued share capital prior to the Dealing*	Ordinary Shares acquired by Director/ PDMR	Resultant Beneficial holding of Ordinary Shares after the Dealing*	Resultant % of issued share capital after the Dealing*
Robert Forrester	5,935,191	1.83%	2,769	5,937,960	1.83%
Karen Anderson	1,418,339	0.44%	2,769	1,421,108	0.44%
David Crane	286,948	0.09%	2,769	289,717	0.09%
Christopher Taylor	335,280	0.10%	2,769	338,049	0.10%
Leonardo Caruso	12,651	0.00%	2,769	15,420	0.00%
Mark Gibbings	25,532	0.01%	2,769	28,301	0.01%
Tom Garratt	36,729	0.01%	2,769	39,498	0.01%
Anthony Masterson	91,550	0.03%	2,769	94,319	0.03%

*includes shares held by the Director's/PDMR's PCAs.

The Company's issued share capital consists of 324,315,407 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	
a)	Position/status	CEO
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

	Identification code	GB00B1GK4645	
b)	Nature of the transaction	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY’S SHARE INCENTIVE PLAN	
c)	Price(s) and volume(s)		
		Price	Volume(s)
		£0.65	2,769
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION	
e)	Date of the transaction	09 JUNE 2025	
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM	

1.	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	KAREN ANDERSON					
2.	Reason for the notification		ACQUISITION OF SHARES				
a)	Position/status	CFO					
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					
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	DAVID CRANE	
2.	Reason for the notification		ACQUISITION OF SHARES
a)	Position/status	COO	
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	213800GIKJEIUGMI575	
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	CHRISTOPHER TAYLOR
2.	Reason for the notification	ACQUISITION OF SHARES
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	213800GIKJEIUGMI575

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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	LEONARDO CARUSO
2.	Reason for the notification	
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	213800GIKJEIUGMI575
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f)	Place of transaction	LONDON STOCK EXCHANGE, AIM		

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	MARK GIBBINGS	
2.	Reason for the notification	ACQUISITION OF SHARES	
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	213800GIKJEIUGMI575	
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k)	Date of the transaction	09 JUNE 2025	
l)	Place of transaction	LONDON STOCK EXCHANGE, AIM	

5.	Details of the person discharging managerial responsibilities/person closely associated			
b)	Name	TOM GARRATT		
6.	Reason for the notification	ACQUISITION OF SHARES		

c)	Position/status	OPERATIONS DIRECTOR	
d)	Initial notification/Amendment	INITIAL NOTIFICATION	
7.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
c)	Name	VERTU MOTORS PLC	
d)	LEI	213800GIKJEIUGMI575	
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9.	Details of the person discharging managerial responsibilities/person closely associated	
c)	Name	ANTHONY MASTERSON
10.	Reason for the notification	ACQUISITION OF SHARES
e)	Position/status	OPERATIONS DIRECTOR
f)	Initial notification/Amendment	INITIAL NOTIFICATION
11.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
e)	Name	VERTU MOTORS PLC
f)	LEI	213800GIKJEIUGMI575
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	Identification code	GB00B1GK4645	
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- ENDS –

Vertu Motors plc

Tel: +44 (0) 191 491 2121

Robert Forrester, CEO

Karen Anderson, CFO

Phil Clark, Investor Relations

Stifel (Nominated Adviser and Joint Broker)

Tel: +44 (0) 207 710 7688

Matthew Blawat

Nick Harland

Shore Capital (Joint Broker)

Tel: +44 (0) 20 7408 4090

Mark Percy / Sophie Collins (Corporate Advisory)

Isobel Jones (Corporate Broking)

Camarco

Tel: +44 (0) 203 757 4980

Billy Clegg

Tom Huddart

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

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