

09 July 2025

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

PDMR Share Purchases

Vertu Motors announces that it was notified on 08 July 2025 of the following acquisitions ("Dealings") in the Company's ordinary shares of 10p each ("Ordinary Shares") by persons discharging managerial responsibility in the Company. The Dealings took place on 07 July 2025 pursuant to the Company's Share Incentive Plan at a price of 63.086p per Ordinary Share.

PDMR	Beneficial holding of Ordinary Shares prior to the Dealing*	% of issued share capital prior to the Dealing*	Ordinary Shares acquired by PDMR	Resultant Beneficial holding of Ordinary Shares after the Dealing*	Resultant % of issued share capital after the Dealing*
Stephen Gould	32,714	0.01%	2,853	35,567	0.01%
Colin Kent	449,251	0.14%	2,853	452,104	0.14%

*includes shares held by the PDMR's PCAs.

The Company's issued share capital consists of 323,419,030 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	STEPHEN GOULD
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	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	
a)	Description of the financial instrument, type of instrument identification code Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC 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)	

			<table><tr><td>Price</td><td>Volume(s)</td></tr><tr><td>£0.63086</td><td>2,853</td></tr></table>	Price	Volume(s)	£0.63086	2,853
Price	Volume(s)						
£0.63086	2,853						
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION					
e)	Date of the transaction	07 JULY 2025					
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM					

1.	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	COLIN KENT					
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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- ENDS -

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Tom Huddart

Notes to Editors

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 197 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 2 non-franchised sales operations from 153 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.vertumotorcycles.com