

24 July 2025

Vertu Motors plc

(the “Company”)

Notification of PDMR interests

The Company announces that it was notified on 23 July 2025 that Stephen Gould, a person discharging managerial responsibility in the Company, had sold 7,933 ordinary shares of 10p each in the Company (“**Ordinary Shares**”). The sale took place on 23 July 2025 at a price of 62.00 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*
Stephen Gould	35,567	0.01%	7,933	27,634	0.01%

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

The Company's issued share capital consists of 322,459,136 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	STEPHEN GOULD	
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	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)
		62.00	7,933
i)	Aggregated information	NOT APPLICABLE – SINGLE TRANSACTION	

	-Aggregated volume	
	- Price	
j)	Date of the transaction	23 JULY 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 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