19 November 2025

Vertu Motors plc

(the “Company”)

Notification of PDMR interests

The Company announces that it was notified on 17 November 2025 that Stephen Gould, 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 17 November 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 Stephen Gould sold all of the 236,220 Ordinary Shares acquired. The sale took place on 18 November 2025 at a price of 63.00 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 acquired by PDMR**	**Resultant Beneficial holding of Ordinary Shares after the dealings above***	**Resultant % of issued share capital after the dealings above***
Stephen Gould	27,634	0.01%	0	27,634	0.01%

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

The Company's issued share capital consists of 315,822,508 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	**ACQUISITION 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	**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	
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	**EXERCISE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY’S LONG**

		TERM INCENTIVE PLAN, RESULTING IN THE TRANSFER OF SHARES FROM THE COMPANY'S EBT
h)	Price(s) and volume(s) Price: **NIL** – Volume(s): **236,220**	
i)	Aggregated information -Aggregated volume - Price	**NOT APPLICABLE – SINGLE TRANSACTION**
j)	Date of the transaction	**17 NOVEMBER 2025**
k)	Place of transaction	**OFF MARKET**

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	**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	
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) Price: **0.6300** – Volume(s): **236,220**	
i)	Aggregated information -Aggregated volume - Price	**NOT APPLICABLE – SINGLE TRANSACTION**
j)	Date of the transaction	**18 NOVEMBER 2025**
k)	Place of transaction	**LONDON STOCK EXCHANGE, AIM**

- ENDS -

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Billy Clegg

Tom Huddart

Notes to Editors

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 194 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.

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