

9 March 2026

Vertu Motors plc

(the “Company”)

Notification of Directors’ and PDMRs’ interests

The Company announces that it made grants of nil-cost options over ordinary shares of 10p each in the Company (“**Ordinary Shares**”) to directors of, and persons discharging managerial responsibility in, the Company (“**Options**”). The Options were made under the Partnership Share Scheme, part of the Company’s Long Term Incentive Plan, and are a percentage of target earnings calculated using the Company’s closing share price on the date prior to the date of grant. The Options were issued on 6 March 2026 as detailed below:

Director	Number of Ordinary Shares subject to the Options	Resultant number of Ordinary Shares subject to options	Beneficial holding of Ordinary Shares excluding options
Robert Forrester	270,000	1,851,144	5,937,960
David Crane	152,000	1,791,242	289,717
Karen Anderson	152,000	1,541,762	1,421,108
Colin Kent	75,000	1,120,480	452,104
Christopher Taylor	75,000	1,527,191	280,597
Leon Caruso	85,000	805,901	15,420
Stephen Gould	75,000	628,822	27,634
Mark Gibbings	75,000	637,687	28,301
Anthony Masterson	85,000	484,631	94,319
Tom Garratt	75,000	468,417	39,498

Vesting of the Options is pro rata to the individual’s achievement of a variety of annual bonus targets for the current financial year, ending 28 February 2027, and vested Options are then subject to a further three-year holding period before they can be exercised (until March 2030).

The Company’s issued share capital consists of 312,524,135 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	ISSUE OF OPTIONS
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	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					
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	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN				
c)	Price(s) and volume(s)					
		<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>NIL</td> <td>270,000</td> </tr> </tbody> </table>	Price	Volume(s)	NIL	270,000
Price	Volume(s)					
NIL	270,000					
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
e)	Date of the transaction	6 MARCH 2026				
f)	Place of transaction	OUTSIDE A TRADING VENUE				

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	DAVID CRANE
2.	Reason for the notification	
b)	Position/status	COO
c)	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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c)	Price(s) and volume(s)	
	Price	Volume(s)
	NIL	152,000
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION
e)	Date of the transaction	6 MARCH 2026
f)	Place of transaction	OUTSIDE A TRADING VENUE

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	KAREN ANDERSON
2.	Reason for the notification	
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
b)	LEI	213800GIKJEIUGMI575
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	NIL	152,000
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	COLIN KENT
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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d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	CHRISTOPHER TAYLOR
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	
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c)	Price(s) and volume(s)	

		Price	Volume(s)
		NIL	75,000
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION	
e)	Date of the transaction	6 MARCH 2026	
f)	Place of transaction	OUTSIDE A TRADING VENUE	

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	LEON 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		
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c)	Price(s) and volume(s)		
		Price	Volume(s)
		NIL	85,000
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION	
e)	Date of the transaction	6 MARCH 2026	
f)	Place of transaction	OUTSIDE A TRADING VENUE	

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	STEPHEN GOULD	
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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		Price	Volume(s)
		NIL	75,000
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION	
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	MARK GIBBINGS	
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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		Price	Volume(s)

		NIL	75,000
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION	
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1.	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	ANTHONY MASTERSON					
2.	Reason for the notification						
a)	Position/status	OPERATIONS DIRECTOR					
b)	Initial notification/Amendment	INITIAL NOTIFICATION					
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	TOM GARRATT	
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	

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- ENDS -

Vertu Motors plc

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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 188 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