

14 May 2026

Vertu Motors plc

(the “Company”)

Notification of Director’s interests

The Company announces that it was notified on 13 May 2026 that David Crane, a director of the Company, had sold 14,040 ordinary shares of 10p each in the Company (“**Ordinary Shares**”). The sale took place on 13 May 2026 at a price of 64.73 pence per Ordinary Share.

Director	Beneficial holding of Ordinary Shares prior to the dealings above*	% of issued share capital prior to the dealings above*	Ordinary Shares disposed of by Director	Resultant Beneficial holding of Ordinary Shares after the dealings above*	Resultant % of issued share capital after the dealings above*
David Crane	289,717	0.09%	14,040	275,677	0.09%

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

The Company's issued share capital consists of 312,310,046 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	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	
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)
	0.6473	14,040
i)	Aggregated information	NOT APPLICABLE – SINGLE TRANSACTION

	-Aggregated volume - Price	
j)	Date of the transaction	13 MAY 2026
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 191 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