

4 June 2026

Vertu Motors plc

(the "Company")

Notification of PDMR interests

The Company announces that it was notified on 3 June 2026 that Colin Kent, a person discharging managerial responsibility in the Company, had exercised nil-cost options over 156,250 ordinary shares of 10p each in the Company ("**Ordinary Shares**") on 3 June 2026, that were issued 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 was also notified on 4 June 2026 that Colin Kent sold all of the 156,250 Ordinary Shares acquired. The sale took place on 4 June 2026 at a price of 71.9359 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*
Colin Kent	452,104	0.14%	0	452,104	0.14%

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

The Company's issued share capital consists of 311,926,880 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	COLIN KENT
2.	Reason for the notification	
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	
	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)					
		<table border="1"> <tr> <td>Price</td> <td>Volume(s)</td> </tr> <tr> <td>NIL</td> <td>156,250</td> </tr> </table>	Price	Volume(s)	NIL	156,250
Price	Volume(s)					
NIL	156,250					
i)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
j)	Date of the transaction	3 JUNE 2026				
k)	Place of transaction	OFF MARKET				

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	COLIN KENT				
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 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)					
		<table border="1"> <tr> <td>Price</td> <td>Volume(s)</td> </tr> <tr> <td>0.719359</td> <td>156,250</td> </tr> </table>	Price	Volume(s)	0.719359	156,250
Price	Volume(s)					
0.719359	156,250					
i)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
j)	Date of the transaction	4 JUNE 2026				
k)	Place of transaction	LONDON STOCK EXCHANGE, AIM				

- ENDS -

Vertu Motors plc**Tel: +44 (0) 191 491 2121**

Robert Forrester, CEO

Karen Anderson, CFO

Phil Clark, Investor Relations

Stifel (Nominated Adviser and Joint Broker)**Tel: +44 (0) 207 710 7688**

Matthew Blawat

Callum Stewart

Shore Capital (Joint Broker)**Tel: +44 (0) 20 7408 4090**

Mark Percy / Sophie Collins (Corporate Advisory)

Isobel Jones (Corporate Broking)

Camarco**Tel: +44 (0) 203 757 4980**

Billy Clegg

Tom Huddart

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