28 October 2026

Vertu Motors plc

(the "Company")

Notification of PDMR's interests

The Company announces that it was notified on 28 October 2026 that Stephen Gould, a person discharging managerial responsibility in the Company, had sold 11,948 ordinary shares of 10p each in the Company ("**Ordinary Shares**"). The sale took place on 27 October 2026 at a price of 87.3 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	30,130	0.01%	11,948	18,182	0.01%

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

The Company's issued share capital consists of 309,905,460 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	**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**
h)	Price(s) and volume(s)	

Price £	Volume(s)
0.873	**11,948**

i)	Aggregated information -Aggregated volume - Price	**NOT APPLICABLE – SINGLE TRANSACTION**
j)	Date of the transaction	**27 OCTOBER 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 196 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