

24 February 2023

**Victorian Plumbing Group plc**  
("Victorian Plumbing" or the "Group")

**PDMR LTIP Awards**

Victorian Plumbing Group plc (AIM: VIC), the UK's leading online specialist bathroom retailer, makes the following announcement in accordance with the requirements of Article 19(3) of the Market Abuse Regulation (596/2014EU), which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, in respect of ordinary shares of £0.001 each in the capital of Victorian Plumbing Group plc.

On 22 February 2023, awards over shares (the "Awards") were made under the Victorian Plumbing Group plc Long Term Incentive Plan (the "LTIP"), consequently, the share interests of the under-noted directors and persons discharging managerial responsibility have changed following the making of the Awards.

The Awards for the LTIP, made for nil consideration, are nil-cost options established in accordance with the rules of the shareholder approved plan and vesting is subject to an adjusted earnings per share ("EPS") target, measured over the three year performance period ending 30 September 2025. A two year holding period will apply following the vesting date.

Director/PDMR	Role	Number of shares over which Awards are made
Mark Radcliffe	Chief Executive Officer	661,725
Paul Meehan	Chief Financial Officer	208,443

There were 325,227,984 shares in issue at the time of this notification (not including those shares which may be issued in accordance with these awards).

1.	<b>Details of PDMR</b>		
(a)	Name	MARK RADCLIFFE PAUL MEEHAN	
2.	<b>Reason for notification</b>		
(a)	Position/Status	MARK RADCLIFFE - CHIEF EXECUTIVE OFFICER PAUL MEEHAN - CHIEF FINANCIAL OFFICER	
(b)	Initial notification / amendment	Initial Notification	
3.	<b>Details of the Issuer</b>		
(a)	Name	VICTORIAN PLUMBING GROUP PLC	
(b)	LEI	894500R59II0S4WXGZ04	
4.	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transaction(s) have been conducted</b>		
(a)	Description of the financial instrument	Ordinary shares of £0.001 each	
(b)	Nature of the transaction	Awards made pursuant to the Victorian Plumbing Group plc Long Term Incentive Plan ("LTIP")	
(c)	Price(s) and volume	Price(s)	Volume(s)
		Nil	MARK RADCLIFFE - 661,725
		Nil	PAUL MEEHAN - 208,443
(d)	Aggregated information	n/a	

(d)	Aggregated information	Yes
(e)	Date of the transaction	22 FEBRUARY 2023
(f)	Place of the transaction	Outside a trading venue

-ENDS-

**For further information, please contact:**

**Victorian Plumbing Group plc**

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**About Victorian Plumbing Group**

Victorian Plumbing is the UK's leading online specialist bathroom retailer, offering a wide range of over 32,000 products to B2C and trade customers. Victorian Plumbing offers its customers a one-stop shop solution for the entire bathroom with more than 125 own and third-party brands across a wide spectrum of price points.

The Group's product design and supply chain strengths are complemented by its creative and brand-focused marketing strategy, which predominantly focuses on online channels to drive significant and growing traffic to its website.

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