

27 September 2023

**Yü Group PLC**  
("Yü Group" or the "Group")

**Exercise of Options, PDMR Dealing and Total Voting Rights**

Yü Group PLC (AIM: YU.), the independent supplier of gas and electricity, meter asset owner, and installer of smart meters to the UK corporate sector, announces that Adam Young, Marketing & Transformation Director, has exercised options over 12,769 ordinary shares of 0.5 p each ("Ordinary Shares") in the Company, at an exercise price of 0.5 p each ("Options").

A portion of the Options were exercised by Adam Young on a cashless basis such that 8,769 of the Ordinary Shares being issued pursuant to the exercise have been sold via the Company's broker at a price of 970p each. Some of this sale was made to fund the associated tax charge and the transaction costs incurred by Adam Young on the exercise of Options.

Of the 4,000 Ordinary Shares retained, Adam Young has confirmed his intention to transfer approximately 2,000 shares in his name to his partner, which will be retained in her Individual Savings Account ("ISA"). These shares will be transferred from Adam Young at the market price at the time of completion of the trade.

Following this transaction, Adam Young and persons closely connected will be the beneficial holders of 4,000 Ordinary Shares in the Company.

**Issue of Equity and Admission**

The Group has made an application to the London Stock Exchange for the admission to trading on AIM for the 12,769 Ordinary Shares. The 12,769 Ordinary Shares will rank pari passu with the Company's existing issued shares and are expected to be admitted to trading on AIM at 8:00a.m. on 2 October 2023.

**Total Voting Rights**

Following this admission, the Group's share capital and total voting rights will comprise 16,727,695 ordinary shares of 0.5p each. The Group does not hold any shares in treasury. Consequently, 16,727,695 is the figure which may be used by shareholders as the denominator for the calculation by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure and Transparency Rules.

**For further information, please contact:**

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**Notes to Editors**

**Information on the Group**

Yü Group PLC, trading as Yü Energy, is an independent supplier of gas, electricity and water focused on servicing the SME and corporate sector throughout the UK. It has no involvement in the domestic retail market. The Group was listed on the AIM market of the London Stock Exchange in March 2016.

**Pursuant to the notification obligations in accordance with Article 19 of the Market Abuse Regulation (MAR)**

<b>1.</b>	<b>Details of PDMR / person closely associated with them ('PCA')</b>	
a)	Name	Adam Young
<b>2.</b>	<b>Details of PDMR / person closely associated with them ('PCA')</b>	

a)	Position / status	Digital Sales & Marketing Director		
b)	Initial notification / amendment	Initial notification		
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>			
a)	Name	Yü Group PLC		
b)	LEI	213800AC09GDDBM7DS35		
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 transactions have been conducted</b>			
c)	Description of the financial instrument	Ordinary shares of £0.005 each  ISIN: GB00BYQDPD80		
d)	Nature of the transaction	1. Cashless exercise of options over ordinary shares  2. Sale of ordinary shares		
e)	Price(s) and volume(s)	Price(s)	Volume(s)	
		1. 0.5p	12,769 Exercise of Options	
		2. 970p	8,769 Sale of ordinary shares	
f)	Aggregated information  Aggregated volume  Price	N/A - Single Transactions		
g)	Date of the transaction	26 September 2023		
h)	Place of the transaction	Off market transaction		

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