

22 December 2023

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

**Director / PDMR Dealing Notification**

On 20 December 2023, the Company was notified that Daniel Barton, CFO of the Company, had exercised, in aggregate, options over 220,869 ordinary shares of £0.001 each in the capital of the Company ("Ordinary Shares") granted and vested pursuant to the Company's Long Term Incentive Plan and Deferred Bonus Plan (the "Exercise"). 220,869 Ordinary Shares held in the Victorian Plumbing Group Employee Benefit Trust have been utilised to satisfy the Exercise (the "Option Shares").

In addition, the Company has been notified that Daniel Barton subsequently sold 104,102 Option Shares at a price of £0.975655 per Option Share to cover the tax liabilities and dealing costs resulting from the Exercise.

Following these transactions, Daniel Barton holds 159,592 Ordinary Shares, representing approximately 0.049 per cent of the Ordinary Shares in issue.

1. Details of the person discharging managerial responsibilities/person closely associated			
a) Name		Daniel Barton	
2. Reason for the notification			
a) Position/status		PDMR - Chief Financial Officer	
b) Initial notification / Amendment		Initial notification	
3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a) Name		Victorian Plumbing Group plc	
b) LEI		894500R59IIOS4W/XGZ04	
4. 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			
a) Description of the financial instrument, type of instrument		Ordinary Shares of £0.001 each	
b) Identification code		ISIN: GB00BNVVHD43	
c) Nature of the transaction		Exercise of share options granted pursuant to the Victorian Plumbing Group plc Long Term Incentive Plan and Deferred Bonus Plan	
d) Price(s) and volume(s)		Price	No. of shares
		£nil	220,869
e) Aggregated information: i. Aggregated volume ii. price		N/A - single transaction	
f) Date of the transaction		20 December 2023	
g) Place of the transaction		Outside a trading venue	

1. Details of the person discharging managerial responsibilities/person closely associated	
a) Name	Daniel Barton
2. Reason for the notification	
a) Position/status	PDMR - Chief Financial Officer
b) Initial notification / Amendment	Initial notification
3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a) Name	Victorian Plumbing Group plc
b) LEI	894500R59IIOS4W/XGZ04
4. 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	
a) Description of the financial instrument, type of instrument	Ordinary Shares of £0.001 each
b) Identification code	ISIN: GB00BNVVHD43

c) Nature of the transaction	Sale of 104,102 ordinary shares of £0.001 each		
d) Price(s) and volume(s)	Price	No. of shares	
	£0.975655	104,102	
e) Aggregated information: i. Aggregated volume ii. price	N/A - single transaction		
f) Date of the transaction	20 December 2023		
g) Place of the transaction	London Stock Exchange, AIM		

**For further information, please contact:**

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