

Victoria PLC
("Victoria", the "Company", or the "Group")

Director/PDMR Dealing

Victoria PLC, (LSE: VCP) advises that it received notification on 8 March 2024 that on that date, Camden Holdings Limited ("Camden"), a company owned by The Camden Trust ("Trust") of which Geoffrey Wilding, the Chairman of Victoria, is the settlor, distributed 2.5 million Ordinary Shares of 5 pence each to his wife, who is a beneficiary of the Trust, for estate and tax-planning purposes.

Following the distribution, Geoffrey Wilding remains beneficially interested in 22,438,650 Ordinary Shares, which represents 19.45 per cent of the issued share capital of the Company.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	Geoffrey Wilding					
2	Reason for the notification						
a)	Position/status	Director (PDMR)					
b)	Initial notification /Amendment	Initial notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Victoria plc					
b)	LEI	2138002K6ECECHVCQN25					
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 Identification code	Ordinary Shares of 5p each GB00BZC0LC10					
b)	Nature of the transaction	Transfer of Ordinary shares with no change of beneficial ownership					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>nil</td><td>2,500,000</td></tr></table>	Price(s)	Volume(s)	nil	2,500,000	
Price(s)	Volume(s)						
nil	2,500,000						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	8 March 2024					
f)	Place of the transaction	Outside of a trading venue					

For more information contact:

Victoria PLC
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Philippe Hamers, Group Chief Executive
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About Victoria PLC (www.victoriapl.com)

Established in 1895 and listed since 1963 and on AIM since 2013 (VCP.L), Victoria PLC, is an international manufacturer and distributor of innovative flooring products. The Company, which is headquartered in Worcester, UK, designs,

manufactures and distributes a range of carpet, flooring underlay, ceramic tiles, LVT (luxury vinyl tile), artificial grass and flooring accessories.

Victoria has operations in the UK, Spain, Italy, Belgium, the Netherlands, Germany, Turkey, the USA, and Australia and employs approximately 6,750 people across 30 sites. Victoria is Europe's largest carpet manufacturer and the second largest in Australia, as well as the largest manufacturer of underlay in both regions.

The Company's strategy is designed to create value for its shareholders and is focused on consistently increasing earnings and cash flow per share via acquisitions and sustainable organic growth. (Further information about Victoria can be found on its website, www.victoriapl.com.)

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