

14 March 2024

Victorian Plumbing Group plc
("Victorian Plumbing" or "Company")

**Director/PDMR Dealing and
Change of name of Nominated Adviser**

Victorian Plumbing (AIM: VIC), the UK's leading 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 the Company ("Ordinary Shares").

The Company was notified on 14 March 2024 by Mark Radcliffe (CEO) that he had, on that date, received 5,354,015 Ordinary Shares at nil consideration from his mother, Carole Radcliffe.

Following this transaction, Mark Radcliffe holds 158,433,657 Ordinary Shares, representing approximately 48.55% of the Company's issued share capital.

1. Details of the person discharging managerial responsibilities/person closely associated		
a) Name	Mark Radcliffe	
2. Reason for the notification		
a) Position/status	Chief Executive 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	894500R59110S4WVGZ04	
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: GB00BNVVD43	
c) Nature of the transaction	Purchase of Ordinary Shares	
d) Price(s) and volume(s)	Price	Volume
	Nil	5,354,015
e) Aggregated information: i. Aggregated volume ii. price	n/a	
f) Date of the transaction	14 March 2024	
g) Place of the transaction	United Kingdom	

The Company has also been notified that, as a consequence of an internal reorganisation, its Nominated Adviser has changed its registered name from Houlihan Lokey UK Limited to Houlihan Lokey Advisory Limited.

For further information, please contact:

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Mark Radcliffe, Chief Executive Officer
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