

27 August 2024

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

Director/PDMR Dealing

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 23 August 2024 by Mark Radcliffe (Chief Executive Officer) that he had, on that date, sold 2,700,000 Ordinary Shares at a price of £1.00 per Ordinary Share to help satisfy institutional demand for Ordinary Shares.

Following this transaction, Mark Radcliffe holds 155,733,657 Ordinary Shares, representing approximately 47.72% 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 | 894500R59II0S4WXGZ04 | |
| 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 shares | |
| d) Price(s) and volume(s) | Price | No. of shares |
| | £1.00 | 2,700,000 |
| e) Aggregated information: i. Aggregated volume ii. price | n/a | |
| f) Date of the transaction | 23 August 2024 | |
| g) Place of the transaction | London Stock Exchange, AIM | |

For further information, please contact:

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