

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

Director / PDMR Dealing

Victorian Plumbing (AIM: VIC), the UK's leading bathroom retailer, announces that it received notification on 12 July 2024 that on 12 July 2024, Philip Bowcock, Chair of the Company, sold 185,000 ordinary shares of £0.001 each in the capital of the Company ("Ordinary Shares").

The Ordinary Shares were sold to enable Philip Bowcock to satisfy his tax and national insurance liabilities which arose as a result of 381,679 Ordinary Shares being released from restrictions in accordance with his restricted share award.

Following these transactions, Philip Bowcock holds 1,074,718 Ordinary Shares, representing approximately 0.33% of the Company's issued share capital.

The Notification of Dealing Form provided in accordance with the requirements of MAR in relation to the transaction listed above is set out below.

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	Philip Bowcock	
2. Reason for the notification		
a) Position/status	Chair	
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	894500R59110S4W/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: GB00BNVVD43	
c) Nature of the transaction	Sale of shares	
d) Price(s) and volume(s)	Price	No. of shares
	£0.912	185,000
e) Aggregated information:		
i. Aggregated volume	n/a	
ii. price		
f) Date of the transaction	12 July 2024	
g) Place of the transaction	London Stock Exchange, AIM	

For further information, please contact:

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