

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

Director/PDMR Dealing

Victoria PLC, (LSE: VCP) advises that it received notification on 9 December 2024 that on that date, Philippe Hamers, Group Chief Executive, purchased 200,000 Ordinary Shares of 5 pence each at a price of 40 pence per Ordinary Share.

Following the purchase, Philippe Hamers' interest in the Company is 461,648 Ordinary Shares, which represents 0.40 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	Philippe Hamers							
2	Reason for the notification								
a)	Position/status	Group Chief Executive Officer (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	Purchase of Ordinary shares							
c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>40p</td><td>100,000</td></tr><tr><td>40p</td><td>100,000</td></tr></table>	Price(s)	Volume(s)	40p	100,000	40p	100,000	
Price(s)	Volume(s)								
40p	100,000								
40p	100,000								
d)	Aggregated information - Aggregated volume - Price	Aggregated Volume: 200,000 VWAP: 40p							
e)	Date of the transaction	9 December 2024							
f)	Place of the transaction	London Stock Exchange							

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, Central Europe, Belgium, the Netherlands, Germany, Turkey, the USA and Australia and

Victoria has operations in the UK, Spain, Italy, Belgium, the Netherlands, Germany, Turkey, the USA, and Australia and employs approximately 5,600 people across more than 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.

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