

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

Director/PDMR Dealing

Victoria PLC, (LSE: VCP) advises that it received notification on 31 December 2024 that on that date, Gavin Petken, Non-Executive Director, purchased 255,099¹ Ordinary Shares of 5 pence each.

Following the purchase, Gavin Petkens' interest in the Company is 263,115 Ordinary Shares, which represents 0.23 per cent of the issued share capital of the Company.

¹ Gavin Petken initially acquired 255,172 Ordinary Shares however following a sale and purchase of Ordinary Shares in relation to a Bed and ISA transfer resulting in a net sale of 73 Ordinary Shares, Gavin Petken acquired 255,099 Ordinary Shares.

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	Gavin Petken												
2	Reason for the notification													
a)	Position/status	Non-Executive Director												
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>70.875p</td><td>48,184</td></tr><tr><td>69.2182p</td><td>31,783</td></tr><tr><td>68p</td><td>147,058</td></tr><tr><td>71p</td><td>28,147</td></tr></table>	Price(s)	Volume(s)	70.875p	48,184	69.2182p	31,783	68p	147,058	71p	28,147		
Price(s)	Volume(s)													
70.875p	48,184													
69.2182p	31,783													
68p	147,058													
71p	28,147													
d)	Aggregated information - Aggregated volume - Price	Aggregated Volume: 255,172 VWAP: 69.0255p												
e)	Date of the transaction	31 December 2024												
f)	Place of the transaction	London Stock Exchange												

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	Gavin Petken					
2	Reason for the notification						
a)	Position/status	Non-Executive Director					
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	1. Sale of Ordinary Shares in relation to a Bed and ISA transfer of Ordinary shares 2. Purchase of Ordinary Shares in relation to a Bed and ISA transfer of Ordinary shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>1. 66.10p</td><td>1. 8,016</td></tr></table>	Price(s)	Volume(s)	1. 66.10p	1. 8,016	
Price(s)	Volume(s)						
1. 66.10p	1. 8,016						

		2. 66.60p	2. 7,943
d)	Aggregated information - Aggregated volume - Price	Aggregated Volume: -73 VWAP: 66.35p	
e)	Date of the transaction	31 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
Brian Morgan, Chief Financial Officer

www.victoriapl.com/investors-welcome

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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 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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