

5 March 2025

Vertu Motors plc

(the "Company")

Notification of Directors' and PDMRs' interests

The Company announces that it made grants of nil-cost options over ordinary shares of 10p each in the Company ("**Ordinary Shares**") to directors of, and persons discharging managerial responsibility in, the Company ("**Options**"). The Options were made under the Partnership Share Scheme, part of the Company's Long Term Incentive Plan, and are a percentage of target earnings calculated using the Company's closing share price on the date prior to the date of grant. The Options were issued on 4 March 2025 as detailed below:

Director	Number of Ordinary Shares subject to the Options	Resultant number of Ordinary Shares subject to options	Beneficial holding of Ordinary Shares excluding options
Robert Forrester	611,321	2,110,513	5,491,740
David Crane	344,151	1,687,578	286,948
Karen Anderson	344,151	1,687,578	1,168,859
Colin Kent	169,811	1,306,493	449,251
Christopher Taylor	169,811	1,483,776	335,280
Leon Caruso	169,811	1,000,101	12,651
Stephen Gould	169,811	813,214	32,714
Mark Gibbings	169,811	590,124	25,532
Anthony Masterson	169,811	431,629	72,547
Tom Garratt	169,811	420,903	36,729

Vesting of the Options is pro rata to the individual's achievement of a variety of annual bonus targets for the current financial year, ending 28 February 2026, and vested Options are then subject to a further three-year holding period before they can be exercised (until March 2029).

The Company's issued share capital consists of 330,101,763 Ordinary Shares with voting rights. The Company does not hold any Ordinary Shares in treasury.

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	ROBERT FORRESTER	
2.	Reason for the notification		ISSUE OF OPTIONS
a)	Position/status		CEO
b)	Initial notification/Amendment		INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	VERTU MOTORS PLC	
b)	LEI	213800GIKJEIUGMI575	
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (vi) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC	
	Identification code	GB00B1GK4645	
b)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN	
c)	Price(s) and volume(s)		
		Price	Volume(s)
		NIL	611,321
d)	Aggregated information	NOT APPLICABLE - SINGLE TRANSACTION	
	-Aggregated volume		
	- Price		
e)	Date of the transaction		4 MARCH 2025
f)	Place of transaction		OUTSIDE A TRADING VENUE

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	DAVID CRANE	
2.	Reason for the notification		ISSUE OF OPTIONS
b)	Position/status		COO
c)	Initial notification/Amendment		INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	VERTU MOTORS PLC	
b)	LEI	213800GIKJEIUGMI575	
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (vi) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC	
	Identification code	GB00B1GK4645	
b)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN	
c)	Price(s) and volume(s)		
		Price	Volume(s)
		NIL	344,151
d)	Aggregated information	NOT APPLICABLE - SINGLE TRANSACTION	
	-Aggregated volume		
	- Price		
e)	Date of the transaction		4 MARCH 2025
f)	Place of transaction		OUTSIDE A TRADING VENUE

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	KAREN ANDERSON
2.	Reason for the notification	
a)	Position/status	CFO
b)	Initial notification/Amendment	INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	VERTU MOTORS PLC
b)	LEI	213800GIKJEIUGMI575
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (vi) each place where transactions have been conducted	
a)	Description of the financial	ORDINARY SHARES OF 10p EACH IN VERTU

	instrument, type of instrument identification code	MOTORS PLC					
	Identification code	GB00B1GK4645					
b)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume(s)</td></tr><tr><td>NIL</td><td>344,151</td></tr></table>		Price	Volume(s)	NIL	344,151
Price	Volume(s)						
NIL	344,151						
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE - SINGLE TRANSACTION					
e)	Date of the transaction	4 MARCH 2025					
f)	Place of transaction	OUTSIDE A TRADING VENUE					

1.	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	COLIN KENT					
2.	Reason for the notification		ISSUE OF OPTIONS				
a)	Position/status		OPERATIONS DIRECTOR				
b)	Initial notification/Amendment		INITIAL NOTIFICATION				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	VERTU MOTORS PLC					
b)	LEI	213800GIKJEIUGMI575					
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (vi) each place where transactions have been conducted						
a)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC					
	Identification code	GB00B1GK4645					
b)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume(s)</td></tr><tr><td>NIL</td><td>169,811</td></tr></table>		Price	Volume(s)	NIL	169,811
Price	Volume(s)						
NIL	169,811						
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE - SINGLE TRANSACTION					
e)	Date of the transaction	4 MARCH 2025					
f)	Place of transaction	OUTSIDE A TRADING VENUE					

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	CHRISTOPHER TAYLOR
2.	Reason for the notification	
a)	Position/status	OPERATIONS DIRECTOR
b)	Initial notification/Amendment	INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	VERTU MOTORS PLC
b)	LEI	213800GIKJEIUGMI575
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (vi) each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC
	Identification code	GB00B1GK4645
b)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN
c)	Price(s) and volume(s)	
	Price	Volume(s)
	NIL	169,811
d)	Aggregated information -Aggregated volume	NOT APPLICABLE - SINGLE TRANSACTION

	- Price	
e)	Date of the transaction	4 MARCH 2025
f)	Place of transaction	OUTSIDE A TRADING VENUE

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	LEON CARUSO	
2.	Reason for the notification		ISSUE OF OPTIONS
a)	Position/status		OPERATIONS DIRECTOR
b)	Initial notification/Amendment		INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	VERTU MOTORS PLC	
b)	LEI	213800GIKJEIUGMI575	
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (vi) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC	
	Identification code	GB00B1GK4645	
b)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN	
c)	Price(s) and volume(s)		
		Price	Volume(s)
		NIL	169,811
d)	Aggregated information	NOT APPLICABLE - SINGLE TRANSACTION	
	-Aggregated volume		
	- Price		
e)	Date of the transaction		4 MARCH 2025
f)	Place of transaction		OUTSIDE A TRADING VENUE

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	STEPHEN GOULD	
2.	Reason for the notification		ISSUE OF OPTIONS
a)	Position/status		OPERATIONS DIRECTOR
b)	Initial notification/Amendment		INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	VERTU MOTORS PLC	
b)	LEI	213800GIKJEIUGMI575	
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (vi) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC	
	Identification code	GB00B1GK4645	
b)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN	
c)	Price(s) and volume(s)		
		Price	Volume(s)
		NIL	169,811
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE - SINGLE TRANSACTION	
e)	Date of the transaction		4 MARCH 2025
f)	Place of transaction		OUTSIDE A TRADING VENUE

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	MARK GIBBINGS
2.	Reason for the notification	
a)	Position/status	OPERATIONS DIRECTOR
b)	Initial notification/Amendment	INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	VERTU MOTORS PLC
b)	LEI	213800GIKJEIUGMI575

4.	Details of transactions(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 10p EACH IN VERTU MOTORS PLC	
	Identification code	GB00B1GK4645	
b)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN	
c)	Price(s) and volume(s)		
		Price	Volume(s)
		NIL	169,811
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE - SINGLE TRANSACTION	
e)	Date of the transaction	4 MARCH 2025	
f)	Place of transaction	OUTSIDE A TRADING VENUE	

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	ANTHONY MASTERSON	
2.	Reason for the notification		ISSUE OF OPTIONS
a)	Position/status		OPERATIONS DIRECTOR
b)	Initial notification/Amendment		INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name		VERTU MOTORS PLC
b)	LEI		213800GIKJEIUGMI575
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (vi) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument identification code		ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC
	Identification code		GB00B1GK4645
b)	Nature of the transaction		ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN
c)	Price(s) and volume(s)		
		Price	Volume(s)
		NIL	169,811
d)	Aggregated information -Aggregated volume - Price		NOT APPLICABLE - SINGLE TRANSACTION
e)	Date of the transaction		4 MARCH 2025
f)	Place of transaction		OUTSIDE A TRADING VENUE

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	TOM GARRATT	
2.	Reason for the notification		ISSUE OF OPTIONS
a)	Position/status		OPERATIONS DIRECTOR
b)	Initial notification/Amendment		INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name		VERTU MOTORS PLC
b)	LEI		213800GIKJEIUGMI575
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (vi) each place where transactions have been conducted		
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	Identification code		GB00B1GK4645
b)	Nature of the transaction		ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN
c)	Price(s) and volume(s)		
		Price	Volume(s)
		NIL	169,811
d)	Aggregated information		NOT APPLICABLE - SINGLE TRANSACTION

	-Aggregated volume	
	- Price	
e)	Date of the transaction	4 MARCH 2025
f)	Place of transaction	OUTSIDE A TRADING VENUE

- ENDS -

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Notes to Editors

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 199 sales outlets across the UK. Its dealerships operate predominantly under the Bristol Street Motors and Vertu brand names.

Vertu Motors was established in November 2006 with the strategy to consolidate the UK motor retail sector. It is intended that the Group will continue to acquire motor retail operations to grow a scaled dealership group. The Group's acquisition strategy is supplemented by a focused organic growth strategy to drive operational efficiencies through its national dealership network. The Group currently operates 196 franchised sales outlets and 3 non-franchised sales operations from 154 locations across the UK.

Vertu's Mission Statement is to "deliver an outstanding customer motoring experience through honesty and trust".

Vertu Motors Group websites - <https://investors.vertumotors.com/> / www.vertucareers.com
Vertu brand websites - www.vertumotors.com / www.bristolstreet.co.uk / www.vertuhonda.com / www.vertutoyota.com / www.vertumotorcycles.com

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