

11 March 2025

Vertu Motors plc

(the "Company")

Notification of Directors' interests

The Company announces that it was notified on 10 March 2025 that Robert Forrester and Karen Anderson, each directors of the Company, had exercised nil-cost options over ordinary shares of 10p each in the Company ("Ordinary Shares") on 10 March 2025, that were issued in March 2021 under the Vertu Long Term Incentive Plan. The option exercises were satisfied via transfers of Ordinary Shares from the Company's Employee Benefit Trust.

Director	Beneficial holding of Ordinary Shares prior to the dealings above*	% of issued share capital prior to the dealings above*	Ordinary Shares acquired by Director	Resultant Beneficial holding of Ordinary Shares after the dealings above*	Resultant % of issued share capital after the dealings above*
Robert Forrester	5,491,740	1.67%	443,451	5,935,191	1.80%
Karen Anderson	1,168,859	0.35%	249,480	1,418,339	0.43%

* includes shares held by persons closely associated with the Director.

The Company's issued share capital consists of 329,602,905 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	ACQUISITION OF SHARES	
b)	Position/status	CEO	
c)	Initial notification/Amendment	INITIAL NOTIFICATION	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
d)	Name	VERTU MOTORS PLC	
e)	LEI	213800GIKJEUIGMI575	
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		
f)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC	
	Identification code	GB00B1GK4645	
g)	Nature of the transaction	EXERCISE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN, RESULTING IN THE TRANSFER OF SHARES FROM THE COMPANY'S EBT	
h)	Price(s) and volume(s)		
		Price	Volume(s)
		NIL	443,451
i)	Aggregated information	NOT APPLICABLE - SINGLE TRANSACTION	
	-Aggregated volume		
	- Price		
j)	Date of the transaction	10 MARCH 2025	
k)	Place of transaction	OFF MARKET	

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	KAREN ANDERSON
2.	Reason for the notification	ACQUISITION OF SHARES
b)	Position/status	CFO
c)	Initial notification/Amendment	INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	

d)	Name	VERTU MOTORS PLC					
e)	LEI	213800GIKJEUIGMI575					
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						
f)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC					
	Identification code	GB00B1GK4645					
g)	Nature of the transaction	EXERCISE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN, RESULTING IN THE TRANSFER OF SHARES FROM THE COMPANY'S EBT					
h)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume(s)</td></tr><tr><td>NIL</td><td>249,480</td></tr></table>		Price	Volume(s)	NIL	249,480
Price	Volume(s)						
NIL	249,480						
i)	Aggregated information	NOT APPLICABLE - SINGLE TRANSACTION					
	-Aggregated volume						
	- Price						
j)	Date of the transaction	10 MARCH 2025					
k)	Place of transaction	LONDON STOCK EXCHANGE, AIM					

- ENDS -

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Karen Anderson, CFO
Phil Clark, Investor Relations

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Notes to Editors

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 200 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 197 franchised sales outlets and 3 non-franchised sales operations from 155 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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