

18 March 2025

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

Grant of share options

Yü Group PLC (AIM: YU.), the independent supplier of gas, electricity, meter asset owner and installer of smart meters to the UK corporate sector, announces the grant of 420,000 share options (the "**Options**") over ordinary shares of 0.5 pence each ("**Ordinary Shares**") to five persons discharging managerial responsibilities ("PDMRs"), under the Group's Long-Term Performance Share Plan. The Options have an exercise price of 1,503p per Option, being equal to the weighted average price over the 5 days prior to the finalisation of the targets by the Company's Remuneration Committee, and vest on 31 March 2028.

The options are subject to the achievement of performance targets related to profit, revenue and smart meter growth, which are assessed over the performance period between 2025 to 2027. If performance is below a qualifying level, then no options shall vest. Options will vest at 50% to 100% between the qualifying level and a stretch target, and shall fully vest if the stretch targets on all performance conditions are met.

The 420,000 Options have been granted to the PDMRs as follows:

Director/PDMR	Existing options over Ordinary Shares held	Number of Options granted	Total options held following grant	% of current issued share capital held under options
Bobby Kalar, CEO	567,062	140,000	707,062	4.15%
Paul Rawson, CFO	194,894	100,000	294,894	1.73%
Navaz Dean, Group HR Director ¹	107,894	60,000	167,894	0.99%
David Crowe, MD Yü Energy	132,894	60,000	192,894	1.13%
Gary Proctor, MD Yü Smart	30,000	60,000	90,000	0.53%

Following today's grant of Options, the Company currently has options outstanding over a total of 1,584,681 Ordinary Shares, representing 9.31% of the Company's current issued share capital.

The FCA notifications, made in accordance with the requirements of the UK Market Abuse Regulation are appended further below.

¹ A person closely related to Navaz Dean has options over a further 7,894 shares.

- Ends -

Yü Group PLC +44 (0) 115 975 8258
Bobby Kalar
Paul Rawson

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Bidhi Bhoma
Edward Mansfield
Satbir Kler
Gaya Bhatt

Teneo +44 (0) 20 7353 4200
Giles Kernick

Notes to Editors

Information on the Group

Yü Group PLC is a leading supplier of gas and electricity focused on servicing the corporate sector throughout the UK. We drive innovation through a combination of user-friendly digital solutions and personalised, high quality customer service. The Group plays a key role supporting businesses in their transition to lower carbon technologies with a commitment to providing sustainable energy solutions.

Yü Group has a clear strategy to deliver sustainable profitable growth (in a £50bn+ addressable market) and value for all of our stakeholders, built on strong foundations and with a robust hedging policy. The Group has achieved a compound annual growth rate of over 60% over the last four years, and has significantly improved margin and profitability performance. In 2023 the Group launched Yü Smart to support growth through new opportunities in smart metering installation.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

1.	Details of PDMR / person closely associated with them ('PCA')								
a)	Name	Bobby Kalar							
2.	Reason for notification								
a)	Position / status	Chief Executive Officer							
b)	Initial notification / amendment	Initial notification							
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	Yü Group PLC							
b)	LEI	213800AC09GDDDBM7DS35							
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								
c)	Description of the financial instrument	Ordinary shares of 0.5p each ISIN: GB00BYQDPD80							
d)	Nature of the transaction	Grant of options							
e)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>1,503p exercise price</td> <td>140,000</td> </tr> </tbody> </table>			Price(s)	Volume(s)	1.	1,503p exercise price	140,000
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1.	1,503p exercise price	140,000							
f)	Aggregated information - Aggregated volume - Price	 n/a n/a							
g)	Date of the transaction	18 th March 2025							
h)	Place of the transaction	Outside a trading venue - grant of options							

1.	Details of PDMR / person closely associated with them ('PCA')		
a)	Name	Paul Rawson	
2.	Reason for notification		
a)	Position / status	Chief Financial Officer	
b)	Initial notification / amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		

a)	Name	Yü Group PLC		
b)	LEI	213800ACO9GDDBM7DS35		
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			
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		1.	1,503p exercise price	100,000
f)	Aggregated information - Aggregated volume - Price	n/a n/a		
g)	Date of the transaction	18 th March 2025		
h)	Place of the transaction	Outside a trading venue - grant of options		

1.	Details of PDMR / person closely associated with them ('PCA')	
a)	Name	Navaz Dean
2.	Reason for notification	
a)	Position / status	Group HR Director
b)	Initial notification / amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Yü Group PLC
b)	LEI	213800AC09GDDBM7DS35
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1.	Details of PDMR / person closely associated with them ('PCA')								
a)	Name	David Crowe							
2.	Reason for notification								
a)	Position / status	MD Yü Energy							
b)	Initial notification / amendment	Initial notification							
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	Yü Group PLC							
b)	LEI	213800ACO9GDDBM7DS35							
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g)	Date of the transaction	18 th March 2025
h)	Place of the transaction	Outside a trading venue - grant of options

1.	Details of PDMR / person closely associated with them ('PCA')								
a)	Name	Gary Proctor							
2.	Reason for notification								
a)	Position / status	MD Yü Smart							
b)	Initial notification / amendment	Initial notification							
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	Yü Group PLC							
b)	LEI	213800ACO9GDDBM7DS35							
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