

For Immediate Release

15 April 2025

Victoria PLC

('Victoria' or the 'Group')

Board Appointment and Grant of Options

Victoria PLC (LSE: VCP), the international designer, manufacturer and distributor of innovative flooring, is pleased to announce that, further to announcement of 17 March 2025, Alec Pratt has today been appointed as a director of the Company and commenced his role as Chief Financial Officer Designate.

Victoria also announces that it has today granted options over 1,666,666 ordinary shares of 5 pence each in the capital of the Company to Alec Pratt pursuant to the Company's 2022 Long Term Incentive Plan. The options will vest until the tenth anniversary of the grant date as long as Mr Pratt remains employed by the Group in the following tranches:

- 333,333 option shares shall vest on the first anniversary of the grant date;
- 333,333 option shares shall vest on the second anniversary of the grant date;
- 333,334 option shares shall vest on the third anniversary of the grant date;
- Up to 333,333 option shares shall vest between the fourth anniversary of the grant date and the tenth anniversary of the grant date based on vesting criteria;
- Up to 333,333 option shares shall vest between the fifth anniversary of the grant date and the tenth anniversary of the grant date based on vesting criteria.

The options may be exercised at a price of 5 pence per option share up until the tenth anniversary of the final vesting date being the tenth anniversary of the grant date.

For more information contact:

Victoria PLC

Geoff Wilding, Executive Chairman
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.

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	Alec Pratt
2	Reason for the notification	
a)	Position/status	PDMR
b)	Initial notification	Initial notification

	/Amendment		
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	Grant of options to subscribe for Ordinary shares of 5 pence each in Victoria plc GB00BZC0LC10	
b)	Nature of the transaction	LTIP Share Scheme	
Each c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.05	1,666,666
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction	
e)	Date of the transaction	15 April 2025	
f)	Place of the transaction	Outside of a trading venue	

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