

15 May 2025

**Victorian Plumbing Group plc**  
("Victorian Plumbing" or "Company")

**Director/PDMR Dealing**

Victorian Plumbing (AIM: VIC), the UK's leading bathroom retailer, makes the following announcement in accordance with the requirements of Article 19(3) of the Market Abuse Regulation (596/2014EU), which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, in respect of ordinary shares of £0.001 each in the capital of the Company ("Ordinary Shares").

The Company was notified on 15 May 2025 by Daniel Barton (CFO) that he had, on that date, purchased 12,194 Ordinary Shares at a price of £0.82 per share.

Following this transaction, Daniel Barton holds 171,786 Ordinary Shares, representing approximately 0.05% of the Company's issued share capital.

1. Details of the person discharging managerial responsibilities/person closely associated		
a) Name	Daniel Barton	
2. Reason for the 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	Victorian Plumbing Group plc	
b) LEI	894500R59110S4WVGZ04	
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	Ordinary Shares of £0.001 each	
b) Identification code	ISIN: GB00BNVVD43	
c) Nature of the transaction	Purchase of Ordinary Shares	
d) Price(s) and volume(s)	Price	Volume
	£0.82	12,194
e) Aggregated information: i. Aggregated volume ii. price	i. 12,194 ii. £9,999.08	
f) Date of the transaction	15 May 2025	
g) Place of the transaction	London Stock Exchange	

**For further information, please contact:**

**Victorian Plumbing Group plc**  
Mark Radcliffe, Chief Executive Officer

**via FTI Consulting**  
**+44 20 3727 1000**

Paul Meehan, Chief Financial Officer

**FTI Consulting (Financial PR)**

Alex Beagley, Harriet Jackson, Amy Goldup, Lia Bevan

**+44 20 3727 1000**

[VictorianPlumbing@fticonsulting.com](mailto:VictorianPlumbing@fticonsulting.com)

**Houlihan Lokey UK Limited (Nominated Adviser)**

Sam Fuller, Tim Richardson

**+44 20 7839 3355**

**Barclays Bank PLC (Joint Broker)**

Nicola Tennent, Stuart Muress

**+44 20 7623 2323**

**Canaccord Genuity Limited (Joint Broker)**

Bobbie Hilliam, Elizabeth Halley Stott

**+44 20 7597 5970**

**About Victorian Plumbing**

Victorian Plumbing is the UK's leading bathroom retailer, offering an unrivalled high-quality product range and excellent stock availability to B2C and trade customers.

Victorian Plumbing offers its customers a one-stop shop solution for the entire bathroom with own and third party brands across a wide spectrum of price points. Victorian Plumbing product design and supply chain strengths are complemented by its creative and brand-focused marketing strategy to drive significant and growing traffic to its platforms.

Headquartered in the North West, Victorian Plumbing employs staff across several locations in the UK.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@seg.com](mailto:rns@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHFLFISETIELIE