

22 July 2025

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

Planned Board Succession and LTIP Awards

Yü Group PLC (AIM: YU.), the independent supplier of gas, electricity, meter asset owner and installer of smart meters to the UK SME & corporate sector, announces the appointment of Andy Simpson as Chief Financial Officer designate as part of its internal succession planning. Paul Rawson will be standing down from his role as Chief Financial Officer on 1 September 2025 and transition to the role of non-executive director. Paul Rawson will remain on the Board enabling the Company to continue to benefit from his insight and experience.

Board Transition

In line with the Group's internal succession planning the Group undertook a comprehensive executive recruitment process following which, on 17 February 2025, Andy Simpson joined the Group as Group Finance Director. Andy Simpson will be appointed to the Board as Chief Financial Officer effective 1 September 2025 after a short further period of transition.

Andy Simpson, a qualified accountant and member of the Chartered Institute of Management Accountants, is an experienced finance director and chief financial officer having held senior executive management positions at BT Openreach, overseeing a £1bn revenue service business, Origin Broadband and ITS Technology Group. Andy has significant experience of high-growth, cost efficient and technology driven entities, including through complex operational environments and customer collection activities.

LTIP Awards:

Andy Simpson has today been granted 238,000 share options (the "**Options**") over ordinary shares of 0.5 pence each ("**Ordinary Shares**") under the Group's Long-Term Performance Share Plan. The Options consist of two tranches:

| Award | # Options | Vest date | Exercise Price |
|-----------|-----------|---------------|----------------|
| Tranche 1 | 78,000 | 31 March 2028 | 1,503p |
| Tranche 2 | 160,000 | 31 March 2029 | 1,360p |

The Options are subject to the achievement of performance targets set by the Remuneration Committee and approved by the Board. If performance is below a qualifying level, then no options shall vest. The Options will vest at 25% to 100% between the qualifying level and a stretch target. The Options shall fully vest if the stretch targets on all performance conditions are met. Following this grant, Andy Simpson has Options over 238,000 shares, representing 1.4% of the Company's current issued share capital.

In view of Paul Rawson's transfer to a non-executive director position Paul Rawson has agreed to waive a portion of his share options granted and announced on 18 March 2025, these options vest on 31 March 2028. The number of options shall be reduced from 100,000 to 22,222. Paul Rawson retains options which vest on or prior to 31 March 2026. The total number of options Paul Rawson retains has reduced to 217,116 shares, representing 1.3% of the Company's current issued share capital.

Following today's amendments, the Company currently has options outstanding over a total of 1,743,956 Ordinary Shares, representing 10.3% 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.

Bobby Kalar, Chief Executive Officer, said:

"On a personal note, I would like to extend my sincere thanks to Paul for his unwavering support, belief, and commitment throughout the rebuilding of the Group's equity story. His exceptional work ethic and positive attitude are qualities I have come to greatly admire and respect. A dependable and dedicated professional, Paul leaves the role having made a real and lasting impact - elevating it and leaving it in a much stronger place than when he stepped into it. I'm pleased Paul remains on the Board and will continue to support the business's success and growth at Board level.

"On behalf of the Board and everyone at Yü Group, I wish to thank Paul, a highly competent and delightful colleague, for his dedication and invaluable contribution to the Group's development. Paul worked tirelessly in his role as CFO since his appointment in 2018 during which period the Group's revenues have grown nearly tenfold.

"We are delighted to with the appointment of Andy Simpson as CFO designate. Andy provides significant commercial, operational and cost efficiency experience as the Group continues to scale. Andy has 'hit the ground running' since he joined us in February 2025 and is already a key part of our Executive Committee. The step up to the Board, effective 1 September 2025, provides a new value-add to meet our ambitious targets, whilst delivering continuity for the FY25 financial period.

"I'm looking forward to continuing to drive this Group in meeting its ambitious strategic targets and supported by a strengthened, focussed and experienced Board."

- Ends -

Yü Group PLC
Bobby Kalar
Paul Rawson
Andy Simpson

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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 | Andy Simpson | | | | | | | | | | | |
| 2. | Reason for notification | | | | | | | | | | | | |
| a) | Position / status | Group Finance 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 | 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 | | | | | | | | | | | | |
| 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><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>1.</td><td>1,503p exercise price</td><td>78,000</td></tr><tr><td>2.</td><td>1,360p exercise price</td><td>160,000</td></tr></table> | | | | Price(s) | Volume(s) | 1. | 1,503p exercise price | 78,000 | 2. | 1,360p exercise price | 160,000 |
| | Price(s) | Volume(s) | | | | | | | | | | | |
| 1. | 1,503p exercise price | 78,000 | | | | | | | | | | | |
| 2. | 1,360p exercise price | 160,000 | | | | | | | | | | | |
| f) | Aggregated information | | | | | | | | | | | | |
| | - Aggregated | | | | | | | | | | | | |

| | | |
|----|--------------------------|--|
| | volume | n/a |
| | - Price | n/a |
| g) | Date of the transaction | 22 nd July 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 | | | | | | | |
| c) | Description of the financial instrument | Ordinary shares of 0.5p each ISIN: GB00BYQDPD80 | | | | | | |
| d) | Nature of the transaction | Waiving of options | | | | | | |
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| 1. | 1,503p exercise price | 78,000 | | | | | | |
| f) | Aggregated information - Aggregated volume - Price | n/a n/a | | | | | | |
| g) | Date of the transaction | 22 July 2025 | | | | | | |
| h) | Place of the transaction | Outside a trading venue - waiving of options | | | | | | |

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