

**Yü Group PLC**

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

**Director/PDMR Shareholding**

Yü Group (AIM: YU.), the independent supplier of gas and electricity, meter asset owner, and installer of smart meters to the UK SME & corporate sector, announces that Paul Rawson, Chief Financial Officer, effected a transfer of shares held by him into his SIPP and into his and his partner's ISAs through the following transactions, undertaken today.

Paul Rawson sold 92,823 ordinary shares of 0.5p each in the capital of the Company ("**Ordinary Shares**") from his personal holding at a price of 1580p per Ordinary Share. He subsequently purchased 20,000 Ordinary Shares at a price of 1580p into his SIPP. He further purchased 42,823 Ordinary shares through his ISA account at a price of 1560.5p. His partner, Laura Streets, also purchased 30,000 Ordinary Shares at a price of 1560.5p per Ordinary Share into her ISA account. As such his interest in the Company remains unchanged at 92,823 Ordinary Shares representing 0.6% of the Company's issued share capital, excluding shares held in treasury.

**For further information, please contact:**

**Yü Group PLC**                      **+44 (0) 115 975 8258**

Bobby Kalar

Paul Rawson

**Panmure Liberum**                      **+44 (0) 20 3100 200**

Bidhi Bhoma

Edward Mansfield

Satbir Kler

**Notes to Editors**

**Information on the Group**

Yü Group PLC, trading as Yü Energy, is an independent supplier of gas, electricity and water focused on servicing the SME and corporate sector throughout the UK. It has no involvement in the domestic retail market. The Group was listed on the AIM market of the London Stock Exchange in March 2016.

Pursuant to the notification obligations in accordance with Article 19 of the Market Abuse Regulation (MAR)

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.	

	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>													
a)	Name	Yü Group PLC												
b)	LEI	213800ACO9GDDBM7DS35												
4.	<b>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</b>													
c)	Description of the financial instrument	Ordinary shares of 0.5p each ISIN: GB00BYQDPD80												
d)	Nature of the transaction	Sale of Ordinary Shares Purchase of Ordinary Shares												
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>Sale</td><td>1580p</td><td>92,823</td></tr> <tr> <td>Purchase</td><td>1580p</td><td>20,000</td></tr> <tr> <td>Purchase</td><td>1560.5p</td><td>42,823</td></tr> </tbody> </table>		Price(s)	Volume(s)	Sale	1580p	92,823	Purchase	1580p	20,000	Purchase	1560.5p	42,823
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Sale	1580p	92,823												
Purchase	1580p	20,000												
Purchase	1560.5p	42,823												
f)	Aggregated information  Aggregated volume  Price	N/A												
g)	Date of the transaction	21 August 2025												
h)	Place of the transaction	XLON												

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

b)	LEI	213800ACO9GDDBM7DS35						
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g)	Date of the transaction	21 August 2025						
h)	Place of the transaction	XLON						

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