

20 October 2025

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

Appointment of Chief Operating Officer and LTIP Awards

Yü Group (AIM: YU.), the independent supplier of gas and electricity, meter asset owner, and installer of smart meters to the UK SME sector, announces the appointment of Andy Hughes as Chief Operating Officer. Andy joins the group having previously served as CEO of Water Plus and Director of Operations at Severn Trent.

The Company also announces the grant of 170,000 new share options ("LTIP Options") to Andy Hughes under the Company's Long-Term Incentive Plan ("LTIP"),

LTIP Awards:

Andy Hughes has today been granted 170,000 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	70,000	31 March 2028	£15.03
Tranche 2	100,000	31 March 2029	£13.60

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 Hughes has Options over 170,000 shares, representing 1.0% of the Company's current issued share capital.

Following today's amendments, the Company currently has options outstanding over a total of 1,913,956 Ordinary Shares, representing 11.2% 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.

- Ends -

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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 Hughes												
2.	Reason for notification													
a)	Position / status	Chief Operating 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	Grant of options												
e)	Price(s) and volume(s)	<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td><td></td></tr><tr><td>1.</td><td>1,503p exercise price</td><td>70,000</td><td></td></tr><tr><td>2.</td><td>1,360p exercise price</td><td>100,000</td><td></td></tr></table>		Price(s)	Volume(s)		1.	1,503p exercise price	70,000		2.	1,360p exercise price	100,000	
	Price(s)	Volume(s)												
1.	1,503p exercise price	70,000												
2.	1,360p exercise price	100,000												
f)	Aggregated information - Aggregated volume - Price	n/a n/a												
g)	Date of the transaction	10 October 2025												
h)	Place of the transaction	Outside a trading venue - grant of options												

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