

5 February 2026

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

**PDMR Dealing**

Yü Group PLC (AIM: YU.), the independent supplier of gas, electricity, meter asset owner, and installer of smart meters to the UK SME and Corporate sector, announces that on 2 February 2026, Paul Rawson, Non-Executive Director, and Navaz Dean, Group Human Resources Director, sold 15,788 ordinary shares of 0.5p each ("Ordinary Shares") that had been acquired on the exercise of share options under the Group's SAYE scheme.

The FCA notifications, made in accordance with the requirements of the UK Market Abuse Regulation are appended further below.

For further information, please contact:

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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 SME and 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.

1.	Details of PDMR / person closely associated with them ('PCA')	
a)	Name	1. Paul Rawson 2. Navaz Dean
2.	Reason for notification	
a)	Position / status	1. Non-Executive Director 2. Group Human Resources Director

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
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
e)	Price(s) and volume(s)	1. 7,894 shares at 1650p  2. 7,894 shares at 1650p
f)	Aggregated information  - Aggregated volume  - Price	15,788 shares at 1650p
g)	Date of the transaction	2 February 2026
h)	Place of the transaction	Outside a trading venue - exercise of options

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