

13 February 2026

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

**Exercise of options, issue of options, director dealing
and purchase of shares into treasury**

Yü Group PLC (AIM: YU.), the independent supplier of gas and electricity, meter asset owner, and installer of smart meters to the UK SME and Corporate sector, announces that Bobby Kalar, Chief Executive Officer, has exercised and agreed to sell options over 309,168 ordinary shares of 0.5p each ("**Ordinary Shares**") in the capital of the Company. These options were granted between April 2017 and October 2020.

The Company has today issued 195,926 Ordinary Shares and transferred 113,242 Ordinary Shares from Treasury to satisfy the exercise.

The Company, utilising its existing authorities to repurchase its ordinary shares, has agreed to purchase 309,168 Ordinary Shares at a price of £19.06 to hold in treasury. It is intended that these Ordinary Shares held in treasury will be utilised to satisfy future option exercises for employees of the Group.

Following the exercise of his options, Bobby Kalar has an unchanged notifiable interest in 8,665,506 Ordinary Shares. He also holds options over a further 397,894 Ordinary Shares in the Company.

Admission to trading and total voting rights

Following admission to trading of the Ordinary Shares, which is expected to take place on 19th February 2026, the Group's total number of Ordinary Shares in issue will increase to 17,215,241 and the number of shares held in treasury will be 309,168 Ordinary Shares representing 1.8% of the Company's issued share capital.

The number of voting rights in the Company will be unchanged at 16,906,073.

For further information, please contact:

Yü Group PLC

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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.

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	Bobby Kalar
2.	Reason for notification	
a)	Position / status	Chief Executive Officer
	Initial	

b)	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	Exercise of options and sale of Ordinary Shares																								
e)	Price(s) and volume(s)	<table> <tr> <th colspan="3">Exercised</th></tr> <tr> <th></th><th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>1.</td><td>1038.0p</td><td>24,084</td></tr> <tr> <td></td><td>284.4p</td><td>87,900</td></tr> <tr> <td></td><td>0.5p</td><td>197,184</td></tr> <tr> <th colspan="3">Sold</th></tr> <tr> <th></th><th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>1.</td><td>1906.0p</td><td>309,168</td></tr> </table>	Exercised				Price(s)	Volume(s)	1.	1038.0p	24,084		284.4p	87,900		0.5p	197,184	Sold				Price(s)	Volume(s)	1.	1906.0p	309,168
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f)	Aggregated information Aggregated volume Price	Exercised 309,168 options at 162.0p Sold 309,168 Ordinary Shares at 1906.0p																								
g)	Date of the transaction	12 February 2026																								
h)	Place of the transaction	XLON																								

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