Vertu Motors plc

(the "Company")

Notification of Directors' and PDMRs' interests

The Company announces that it made grants of nil-cost options over ordinary shares of 10p each in the Company ("Ordinary Shares") to directors of, and persons discharging managerial responsibility in, the Company ("Options"). The Options were made under the Partnership Share Scheme, part of the Company's Long Term Incentive Plan, and are a percentage of target earnings calculated using the Company's closing share price on the date prior to the date of grant. The Options were issued on 05 March 2024 as detailed below:

	Number of Ordinary Shares subject to the Options	Resultant number of Ordinary Shares subject to options	Beneficial holding of Ordinary Shares excluding options
Director			
Robert Forrester	426,600	1,873,261	7,489,518
David Crane	240,000	1,553,874	481,462
Karen Anderson	240,000	1,553,874	1,166,637
Colin Kent	128,571	1,167,144	449,251
Christopher Taylor	128,571	1,337,491	373,059
Michael Rich	128,571	1,373,853	49,537
Leon Caruso	128,571	867,144	10,430
Stephen Gould	128,571	837,491	30,493
Mark Gibbings	107,142	522,069	23,310
Anthony Masterson	107,142	261,818	57,412
Tom Garratt	96,428	251,092	34,508

Vesting of the Options is pro rata to the individual's achievement of a variety of annual bonus targets for the current financial year, ending 28 February 2025, and vested Options are then subject to a further three-year holding period before they can be exercised (until March 2028).

The Company's issued share capital consists of 337,602,150 Ordinary Shares with voting rights. The Company does not hold any Ordinary Shares in treasury.

NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name ROBERT FORRESTER		
2.	Reason for the notification ISSUE OF OPTIONS		

a)	Position/status		CEO		
b)	Initial notification/Amendment		INITIAL NOTIFICATION		
3.	Details of the issuer, emission		e market part	icipant, auction platform	,
	auctioneer or auction monitor				
a)	Name		VERTU MC	TORS PLC	
b)	LEI		213800GIK	JEIUIGMI575	
4.	Details of transactions(s): se		•	· · · · · · · · · · · · · · · · · · ·	` '
	type of transaction; (iii) each	date; and (vi) each place	e where transactions have	ve been
,	conducted		0000140	/ OU A DEC OF 40 EAG	
a)	Description of the financial	. 1		/ SHARES OF 10p EAC DTORS PLC	CH IN
	instrument, type of instrumer identification code	π	VERIUNIC	TORS PLC	
	identification code				
	Identification code		GB00B1GK4645		
b)	Nature of the transaction		ACCEPTA	NCE OF OPTION OVER	?
			ORDINARY	SHARES OF 10p EAC	CH IN
			VERTU MOTORS PLC, PURSUANT TO THE		
				'S LONG TERM INCEN	ITIVE
,			PLAN		
c)	Price(s) and volume(s)				
		Price		Volume(s)	1
		NIL		426,600	
d)	Aggregated information	IVIL	ΝΟΤ ΔΡΡΙ	ICABLE – SINGLE	
(u)	Aggregated information		TRANSAC		
	-Aggregated volume				
	Drice				
e)	- Price Date of the transaction		5 MARCH	2024	
f)	Place of transaction			A TRADING VENUE	
'/	. iddd di tidiloddioii		30.0.DE		

1.	Details of the person discharging manag	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	DAVID CRANE		
2.	Reason for the notification	ISSUE OF OPTIONS		
b)	Position/status	COO		
c)	Initial notification/Amendment	INITIAL NOTIFICATION		
3.	Details of the issuer, emission allowance auctioneer or auction monitor	e market participant, auction platform,		
a)	Name	VERTU MOTORS PLC		
b)	LEI	213800GIKJEIUIGMI575		
4.	` '	repeated for (i) each type of instrument; (ii) each vi) each place where transactions have been		
a)	Description of the financial instrument, type of instrument identification code Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645		
b)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE		

			PLAN		
;)	Price(s) and volume(s)				
		Price		Volume(s)	
		NIL		240,000	
	Aggregated information	NOT AP		ICABLE - SINGLE	
	-Aggregated volume				
	- Price				
	Date of the transaction		5 MARCH	2024	
	Place of transaction		OUTSIDE A	A TRADING VENUE	
			•		
	Details of the person discha	arging manag	gerial respons	sibilities/person closel	ly associated
a)	Name		KAREN AN	IDERSON	
			T		

1.	Details of the person discha	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name		KAREN AI	NDERSON	
2.	Reason for the notification		ISSUE OF OPTIONS		
a)	Position/status		CFO		
b)	Initial notification/Amendme	nt	INITIAL NO	OTIFICATION	
3.	Details of the issuer, emission	on allowand	e market part	icipant, auction platform,	
	auctioneer or auction monitor	or			
a)	Name		VERTU MO	OTORS PLC	
b)	LEI		213800GIF	(JEIUIGMI575	
4.	Details of transactions(s): se	ection to be	repeated for	(i) each type of instrument; (ii) each	
	type of transaction; (iii) each conducted	n date; and	(vi) each plac	e where transactions have been	
a)	Description of the financial		ORDINAR'	Y SHARES OF 10p EACH IN	
	instrument, type of instrume	nt	VERTU MO	OTORS PLC	
	identification code				
	Identification code		GB00B1G		
b)	Nature of the transaction			ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN	
				OTORS PLC, PURSUANT TO THE	
				'S LONG TERM INCENTIVE	
			PLAN	o Long Textil indentity	
c)	Price(s) and volume(s)		1		
		Price		Volume(s)	
		NIL		240,000	
d)	Aggregated information	IAIL	NOT APPI	ICABLE – SINGLE	
۵,	Aggregated information		TRANSAC		
	-Aggregated volume				
	Dring				
e)	- Price Date of the transaction		5 MARCH	2024	
f)	Place of transaction				
'/	Place of transaction		OUTSIDE A TRADING VENUE		

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name COLIN KENT		
2.	Reason for the notification	ISSUE OF OPTIONS	
a)	Position/status	OPERATIONS DIRECTOR	
b)	Initial notification/Amendment	INITIAL NOTIFICATION	

3.	Details of the issuer, emission allowance market participant, auction platform,				
	auctioneer or auction monitor				
a)	Name		VERTU M	OTORS PLC	
b)	LEI		213800GI	KJEIUIGMI575	
4.	Details of transactions(s): se	ection to be	repeated for	(i) each type of instrume	ent; (ii) each
	type of transaction; (iii) each conducted	date; and	(vi) each plac	e where transactions ha	ive been
a)	Description of the financial			Y SHARES OF 10p EA	CH IN
	instrument, type of instrume	nt	VERTU M	OTORS PLC	
	identification code				
	Identification code		GB00B1G	K4645	
b)	Nature of the transaction		ACCEPTANCE OF OPTION OVER		R
			ORDINARY SHARES OF 10p EACH IN		
				OTORS PLC, PURSUA	
				Y'S LONG TERM INCE	NTIVE
,			PLAN		
c)	Price(s) and volume(s)				
		Price		Volume(s)	7
		NIL		128,571	
d)	Aggregated information			ICABLE - SINGLE	
	Aggregated values		TRANSAC	TION	
	-Aggregated volume				
	- Price				
e)	Date of the transaction		5 MARCH		
f)	Place of transaction		OUTSIDE	A TRADING VENUE	

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	CHRISTOPHER TAYLOR	
2.	Reason for the notification	ISSUE OF OPTIONS	
a)	Position/status	OPERATIONS DIRECTOR	
b)	Initial notification/Amendment	INITIAL NOTIFICATION	
3.	Details of the issuer, emission allowance	e market participant, auction platform,	
	auctioneer or auction monitor		
a)	Name	VERTU MOTORS PLC	
b)	LEI	213800GIKJEIUIGMI575	
4.	Details of transactions(s): section to be r	repeated for (i) each type of instrument; (ii) each	
	type of transaction; (iii) each date; and (vi) each place where transactions have been	
	conducted		
a)	Description of the financial	ORDINARY SHARES OF 10p EACH IN	
	instrument, type of instrument	VERTU MOTORS PLC	
	identification code		
	Identification code	GB00B1GK4645	
b)	Nature of the transaction	ACCEPTANCE OF OPTION OVER	
		ORDINARY SHARES OF 10p EACH IN	
		VERTU MOTORS PLC, PURSUANT TO THE	
		COMPANY'S LONG TERM INCENTIVE	
		PLAN	
c)	Price(s) and volume(s)		

		Price NIL		Volume(s) 128,571	
d)	Aggregated information -Aggregated volume - Price		NOT APPL TRANSAC	ICABLE – SINGLE TION	
e)	Date of the transaction		5 MARCH	2024	
f)	Place of transaction		OUTSIDE A	A TRADING VENUE	

1.	Details of the person discha	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	a. gga	MICHAEL		
2.	Reason for the notification		ISSUE OF OPTIONS		
a)	Position/status			ONS DIRECTOR	
b)	Initial notification/Amendme	ent	INITIAL NO	OTIFICATION	
3.	Details of the issuer, emiss	ion allowan	 ce market part	icipant, auction platform.	
	auctioneer or auction monit		·	. , , ,	
a)	Name		VERTU MO	OTORS PLC	
b)	LEI		213800GIH	(JEIUIGMI575	
4.	Details of transactions(s): s	section to be	repeated for	(i) each type of instrument; (ii) each	า
	type of transaction; (iii) eac	h date; and	(vi) each plac	e where transactions have been	
	conducted				
a)	Description of the financial			Y SHARES OF 10p EACH IN	
	instrument, type of instrument	ent	VERTU MO	OTORS PLC	
	identification code				
	Identification code		GB00B1G	K4645	
b)	Nature of the transaction		ACCEPTA	NCE OF OPTION OVER	
·			ORDINAR	Y SHARES OF 10p EACH IN	
				OTORS PLC, PURSUANT TO THE	Ξ
			COMPANY'S LONG TERM INCENTIVE		
			PLAN		
c)	Price(s) and volume(s)				
		Deigo		Valuma(a)	
		Price NIL		Volume(s) 128,571	
d)	Aggregated information	INIL	NOT ADDI	ICABLE – SINGLE	
u)	Aggregated information		TRANSAC		
	-Aggregated volume			-	
	Direction				
e)	- Price Date of the transaction		5 MARCH	2024	
f)	Place of transaction			A TRADING VENUE	
1)	riace of transaction		OUTSIDE	M I NADING VENUE	

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	LEON CARUSO		
2.	Reason for the notification	ISSUE OF OPTIONS		
a)	Position/status	OPERATIONS DIRECTOR		
b)	Initial notification/Amendment	ation/Amendment INITIAL NOTIFICATION		
3.	Details of the issuer, emission allowance market participant, auction platform,			
	auctioneer or auction monitor			

a)	Name		VERTU MOTORS PLC		
b)	LEI		213800GIKJEIUIGMI575		
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each				
	type of transaction; (iii) each	date; and	(vi) each plac	e where transactions h	ave been
	conducted		T		
a)	Description of the financial			Y SHARES OF 10p E	ACH IN
	instrument, type of instrumer	nt	VERTU MO	OTORS PLC	
	identification code				
	Identification code		GB00B1G	K4645	
b)	Nature of the transaction			NCE OF OPTION OVI	-R
	Tracero or the transaction			Y SHARES OF 10p EA	
				OTORS PLC, PURSU	
			COMPAN	'S LONG TERM INCE	NTIVE
			PLAN		
c)	Price(s) and volume(s)				
				1	_
		Price		Volume(s)	
		NIL	_	128,571	
d)	Aggregated information		NOT APPL	LICABLE - SINGLE	
	-Aggregated volume		IKANSAC	TION	
	, iggiogated volume				
	- Price				
e)	Date of the transaction		5 MARCH	2024	
f)	Place of transaction		OUTSIDE	A TRADING VENUE	

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	STEPHEN GOULD	
2.	Reason for the notification	ISSUE OF OPTIONS	
a)	Position/status	OPERATIONS DIRECTOR	
b)	Initial notification/Amendment	INITIAL NOTIFICATION	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	VERTU MOTORS PLC	
b)	LEI	213800GIKJEIUIGMI575	
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (vi) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645	
b)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN	
c)	Price(s) and volume(s)		
	Price	Volume(s)	

		NIL		128,571	
d)	Aggregated information		NOT APPL TRANSAC	ICABLE – SINGLE TION	
	-Aggregated volume				
	- Price				
e)	Date of the transaction		5 MARCH	2024	
f)	Place of transaction		OUTSIDE /	A TRADING VENUE	

1.	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name		MARK GIB	BINGS	
2.	Reason for the notification		ISSUE OF	OPTIONS	
a)	Position/status		OPERATIO	ONS DIRECTOR	
b)	Initial notification/Amendmen	t	INITIAL NO	TIFICATION	
3.	Details of the issuer, emission auctioneer or auction monitor		e market part	icipant, auction platform	,
a)	Name		VERTU MO	OTORS PLC	
b)	LEI		213800GIK	JEIUIGMI575	
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (vi) each place where transactions have been conducted				
a)	Description of the financial instrument, type of instrument identification code	t	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC		CH IN
	Identification code		GB00B1GI	K4645	
b)	ORE VER COM		ORDINAR' VERTU MO	NCE OF OPTION OVER Y SHARES OF 10p EAC OTORS PLC, PURSUAN ''S LONG TERM INCEN	CH IN NT TO THE
c)	Price(s) and volume(s)				
		Price		Volume(s)]
		NIL		107,142	
d)	Aggregated information -Aggregated volume - Price		NOT APPL TRANSAC	ICABLE – SINGLE TION	
e)	Date of the transaction		5 MARCH 2024		
f)	Place of transaction		OUTSIDE A TRADING VENUE		

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name ANTHONY MASTERSON		
2.	Reason for the notification ISSUE OF OPTIONS		
a)	Position/status OPERATIONS DIRECTOR		
b)	Initial notification/Amendment	INITIAL NOTIFICATION	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	VERTU MOTORS PLC	

b)	LEI		213800GIKJEIUIGMI575		
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each				
	type of transaction; (iii) each date; and (vi) ea			e where transactions hav	ve been
	conducted				
a)	Description of the financial		ORDINARY SHARES OF 10p EACH IN		CH IN
	instrument, type of instrumen	t	VERTU MO	OTORS PLC	
	identification code				
	11		0000040	/ 10 1 F	
	Identification code		GB00B1GI		
b)	Nature of the transaction		ACCEPTANCE OF OPTION OVER		
			ORDINARY SHARES OF 10p EACH IN		
			VERTU MOTORS PLC, PURSUANT TO THE		
			COMPANY'S LONG TERM INCENTIVE PLAN		
- \	D: ()		PLAN		
c)	Price(s) and volume(s)				
		Price		Volume(s)	1
		NIL		107,142	
d)	Aggregated information	11112	NOT ADDI	ICABLE – SINGLE	
u)	Aggregated information		TRANSAC		
	-Aggregated volume				
	- Price		5 14 4 5 6 1 1	0004	
e)	Date of the transaction		5 MARCH		
f)	Place of transaction		OUTSIDE A	A TRADING VENUE	

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	TOM GARRATT	
2.	Reason for the notification	ISSUE OF OPTIONS	
a)	Position/status	OPERATIONS DIRECTOR	
b)	Initial notification/Amendment	INITIAL NOTIFICATION	
3.	Details of the issuer, emission allowa auctioneer or auction monitor	nce market participant, auction platform,	
a)	Name	VERTU MOTORS PLC	
b)	LEI	213800GIKJEIUIGMI575	
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (vi) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC	
b)	Identification code Nature of the transaction	GB00B1GK4645 ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN	
c)	Price(s) and volume(s)		
	Price	Volume(s)	

d)	Aggregated information -Aggregated volume	NOT APPLICABLE – SINGLE TRANSACTION
	- Price	
e)	Date of the transaction	5 MARCH 2024
f)	Place of transaction	OUTSIDE A TRADING VENUE

- ENDS -

Vertu Motors plc

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Tom Huddart

Notes to Editors

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 188 sales outlets across the UK. Its dealerships operate predominantly under the Bristol Street Motors, Vertu and Macklin Motors brand names.

Vertu Motors was established in November 2006 with the strategy to consolidate the UK motor retail sector. It is intended that the Group will continue to acquire motor retail operations to grow a scaled dealership group. The Group's acquisition strategy is supplemented by a focused organic growth strategy to drive operational efficiencies through its national dealership network. The Group currently operates 184 franchised sales outlets and 4 non-franchised sales operations from 143 locations across the UK.

Vertu's Mission Statement is to "deliver an outstanding customer motoring experience through honesty and trust".

Vertu Motors Group websites – https://investors.vertumotors.com /www.vertucareers.com

Vertu brand websites – <u>www.vertumotors.com</u> / <u>www.bristolstreet.co.uk</u> / <u>www.vertuhonda.com</u> / <u>www.vertutoyota.com</u> / <u>www.macklinmotors.co.uk</u> / <u>www.vertumotorcyles.com</u>