

12 May 2022

**Vertu Motors plc**

**(the "Company")**

**Notification of PDMR's interests**

The Company announces that it was notified on 11 May 2022 that David Crane and Karen Anderson, directors and persons discharging managerial responsibility in the Company, had each exercised options over 30,000 ordinary shares of 10p each in the Company ("Ordinary Shares"), on 11 May 2022, that were issued in October 2012 under the Vertu Company Share Option Plan with an exercise price of 39.25 pence per Ordinary Share. The option exercises were satisfied via transfers of Ordinary Shares from the Company's Employee Benefit Trust.

<b>PDMR</b>	<b>Beneficial holding of Ordinary Shares prior to the Dealings*</b>	<b>% of issued share capital prior to the Dealings*</b>	<b>Ordinary Shares acquired by PDMR</b>	<b>Resultant Beneficial holding of Ordinary Shares after the Dealings*</b>	<b>Resultant % of issued share capital after the Dealings*</b>
David Crane	404,036	0.11%	30,000	434,036	0.12%
Karen Anderson	1,130,597	0.32%	30,000	1,160,597	0.32%

\* includes shares held by persons closely associated with the PDMR.

The Company's issued share capital consists of 357,606,992 Ordinary Shares with voting rights. The Company does not hold any Ordinary Shares in treasury.

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	<b>DAVID CRANE</b>
2.	Reason for the notification	
a)	Position/status	<b>COO</b>
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	<b>VERTU MOTORS PLC</b>
b)	LEI	<b>213800GIKJEIUGMI575</b>
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	<b>ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC</b>
	Identification code	<b>GB00B1GK4645</b>
b)	Nature of the transaction	<b>EXERCISE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE OPTION PLAN, RESULTING IN THE TRANSFER OF SHARES FROM THE</b>

		<b>COMPANY'S EBT</b>				
c)	Price(s) and volume(s)					
		<table border="1"> <tr> <td><b>Price</b></td> <td><b>Volume(s)</b></td> </tr> <tr> <td><b>0.3925</b></td> <td><b>30,000</b></td> </tr> </table>	<b>Price</b>	<b>Volume(s)</b>	<b>0.3925</b>	<b>30,000</b>
<b>Price</b>	<b>Volume(s)</b>					
<b>0.3925</b>	<b>30,000</b>					
d)	Aggregated information -Aggregated volume - Price	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>				
e)	Date of the transaction	<b>11 MAY 2022</b>				
f)	Place of transaction	<b>OFF MARKET</b>				

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	<b>KAREN ANDERSON</b>				
2.	Reason for the notification					
a)	Position/status	<b>CFO</b>				
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	<b>VERTU MOTORS PLC</b>				
b)	LEI	<b>213800G1KJEIUGMI575</b>				
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- Ends -

**For further information please contact:**

**Vertu Motors plc**

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Karen Anderson, CFO

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**Notes to Editors**

Vertu Motors is the fifth largest automotive retailer in the UK with a network of 160 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 156 franchised sales outlets and 4 non-franchised sales operations from 121 locations across the UK.

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

Vertu Motors Group websites – [investors.vertumotors.com](http://investors.vertumotors.com) / [www.vertucareers.com](http://www.vertucareers.com)

Vertu brand websites – [www.vertumotors.com](http://www.vertumotors.com) / [www.bristolstreet.co.uk](http://www.bristolstreet.co.uk) / [www.macklinmotors.co.uk](http://www.macklinmotors.co.uk) / [www.vertumotorcycles.com](http://www.vertumotorcycles.com)