

8 December 2023

**Vertu Motors plc**

(the “Company”)

**Notification of Director’s interests**

The Company announces that Stephen Gould, a person discharging managerial responsibility in the Company, has purchased ordinary shares of 10p each in the capital of the Company (“**Ordinary Shares**”).

The purchase took place on 8 December 2023 at a price of 65.12 pence per Ordinary Share.

<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>
Stephen Gould	22,824	0.01%	7,669	30,493	0.01%

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

The Company's issued share capital consists of 340,003,660 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>STEPHEN GOULD</b>
2.	Reason for the notification	<b>PURCHASE OF SHARES</b>
b)	Position/status	<b>OPERATIONS DIRECTOR</b>
c)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
d)	Name	<b>VERTU MOTORS PLC</b>
e)	LEI	<b>213800GJKJEIUGMI575</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	
f)	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>
g)	Nature of the transaction	<b>PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC.</b>
h)	Price(s) and volume(s)	
	<b>Price</b>	<b>Volume(s)</b>
	<b>0.6512</b>	<b>7,669</b>
i)	Aggregated information -Aggregated volume	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>

	- Price	
j)	Date of the transaction	<b>08 DECEMBER 2023</b>
k)	Place of transaction	<b>LONDON STOCK EXCHANGE, AIM</b>

- Ends –

**Vertu Motors plc**

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**Notes to Editors**

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 195 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 191 franchised sales outlets and 4 non-franchised sales operations from 145 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](http://www.vertucareers.com)  
 Vertu brand websites – [www.vertumotors.com](http://www.vertumotors.com) / [www.bristolstreet.co.uk](http://www.bristolstreet.co.uk) / [www.vertuhonda.com](http://www.vertuhonda.com) / [www.vertutoyota.com](http://www.vertutoyota.com) / [www.macklinmotors.co.uk](http://www.macklinmotors.co.uk) / [www.vertumotorcycles.com](http://www.vertumotorcycles.com)