

14 October 2021

**Vertu Motors plc**

**(the "Company")**

**Notification of PDMR's interests**

The Company announces that it was notified on 14 October 2021 that Ian Harrison, a person discharging managerial responsibility in the Company, had exercised options over 30,000 ordinary shares of 10p each in the Company ("Ordinary Shares"), on 13 October 2021, that were issued in November 2011 under the Vertu Company Share Option Plan. The Company has also been notified that Ian Harrison sold 21,260 of the 30,000 Ordinary Shares received to satisfy the associated exercise price and income tax and National Insurance liability. The sale took place on 13 October 2021 at a price of 58.1 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>
Ian Harrison	240,879	0.07%	8,740	249,619	0.07%

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

\*\* net amount after the sales to satisfy the exercise price and tax and NI liability.

The Company also announces that it was notified on 14 October 2021 that Mike Rich, a person discharging managerial responsibility in the Company, had exercised the following options over Ordinary Shares, on 13 October 2021, all of which were settled in cash as permitted under the Vertu Company Share Option Plan rules.

<b>Mike Rich – Operations Director</b>		
<b>Number of Options (Date of Grant)</b>	<b>Exercise Price</b>	<b>Market Value on Date of Exercise</b>
30,000 Unapproved (November 2011)	26 pence per Ordinary Share	58.6 pence per Ordinary Share
400,000 Unapproved (June 2012)	27.5 pence per Ordinary Share	58.6 pence per Ordinary Share
30,000 Approved (October 2012)	39.25 pence per Ordinary Share	58.6 pence per Ordinary Share

The Company's issued share capital consists of 367,191,910 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>IAN HARRISON</b>
2.	Reason for the notification	<b>ACQUISITION 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,	



		<b>Price</b>	<b>Volume(s)</b>
		<b>0.581</b>	<b>21,260</b>
i)	Aggregated information -Aggregated volume - Price	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>	
j)	Date of the transaction	<b>13 OCTOBER 2021</b>	
k)	Place of transaction	<b>LONDON STOCK EXCHANGE, AIM</b>	

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	<b>MIKE RICH</b>	
2.	Reason for the notification	<b>EXERCISE OF OPTION</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>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		
f)	Description of the financial instrument, type of instrument identification code  Identification code	<b>ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC</b>  <b>GB00B1GK4645</b>	
g)	Nature of the transaction	<b>EXERCISE OF OPTIONS OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, RECEIVED PURSUANT TO THE COMPANY'S SHARE OPTION PLAN - SATISFIED IN CASH</b>	
h)	Price(s) and volume(s)	<b>Price</b>	<b>Volume(s)</b>
		<b>0.586</b>	<b>460,000</b>
i)	Aggregated information -Aggregated volume - Price	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>	
j)	Date of the transaction	<b>13 OCTOBER 2021</b>	
k)	Place of transaction	<b>OFF MARKET</b>	

- Ends -

**For further information please contact:**

**Vertu Motors plc**

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**Notes to Editors**

Vertu Motors is the fifth largest automotive retailer in the UK with a network of 154 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 150 franchised sales outlets and 4 non-franchised sales operations from 118 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)