

7 June 2018

Victoria PLC

('Victoria', the 'Company', or the 'Group')

Director Dealing

Victoria PLC (LSE: VCP), the international designers, manufacturers and distributors of innovative flooring, announces that Michael Scott, Group Finance Director, has acquired 395,476 ordinary shares ("Ordinary Shares") in Victoria PLC at a price of £8.57 per Ordinary Share.

Mr Scott has acquired these Ordinary Shares in accordance with the terms of an LTIP established in May 2016 by exercising his right to exchange the 5,000 B shares held by him in Victoria Midco Holdings Limited into Ordinary Shares at the average of the closing mid-market price on each business day during the month preceding notification and, in total, will hold 416,726 Ordinary Shares, being 0.35 per cent of the Company's enlarged issued share capital.

Application has been made for the new Ordinary Shares, which rank *pari passu* in all respects with the Company's existing Ordinary Shares, to be admitted to trading on AIM which is expected to occur on or around 13 June 2018 ("Admission").

Following Admission, the Company's enlarged issued share capital will comprise of 118,083,378 ordinary shares. The Company does not hold any shares in treasury. This figure of 118,083,378 ordinary shares may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the FCA's Disclosure and Transparency Rules.

For more information contact:

Victoria PLC

+44 (0) 1562 749 300

Geoff Wilding, Executive Chairman

Philippe Hamers, Group Chief Executive

Michael Scott, Group Finance Director

Cantor Fitzgerald Europe (Nominated Adviser and Broker)

+44 (0) 20 7894 7000

Rick Thompson, Phil Davies, Will Goode

(Corporate Finance)

Caspar Shand Kydd, Alex Pollen (Sales)

Berenberg (Joint Broker)

+44 (0) 203 207 7800

Ben Wright, Mark Whitmore

(Corporate Broking)

Buchanan Communications (Financial PR)

+44 (0) 20 7466 5000

Charles Ryland, Madeleine Seacombe

Notification and public disclosure of transactions by persons discharging managerial responsibilities ("PDMRs") and persons closely associated ("PCA") with them.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Michael Scott
2	Reason for the notification	
a)	Position/status	Group Finance Director
b)	Initial notification / Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Victoria plc
b)	LEI	2138002K6ECECHVCQN25

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					
a)	Description of the financial instrument, type of instrument Identification code:	Ordinary shares in Victoria plc ISIN: GB00BZC0LC10				
b)	Nature of the transaction	Employee Share Scheme / Management Incentive Plan				
c)	Price(s) and volume(s)	<table border="0"> <tr> <td>Price</td> <td>Volume</td> </tr> <tr> <td>£8.57</td> <td>395,476</td> </tr> </table>	Price	Volume	£8.57	395,476
Price	Volume					
£8.57	395,476					
d)	Aggregated information	<table border="0"> <tr> <td>Price(s)</td> <td>Aggregated volume</td> </tr> <tr> <td>£8.57</td> <td>395,476</td> </tr> </table>	Price(s)	Aggregated volume	£8.57	395,476
Price(s)	Aggregated volume					
£8.57	395,476					
e)	Date of the transaction	5 June 2018				
f)	Place of the transaction	Outside a trading venue				