

6 August 2018

For Immediate Release

The information communicated within this announcement is deemed to constitute inside information as stipulated under the Market Abuse Regulations (EU) No. 596/2014. Upon the publication of this announcement, this inside information is now considered to be in the public domain.

Victoria PLC

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

Sale of Existing Ordinary Shares

Victoria PLC, (AIM: VCP), the international designers, manufacturers and distributors of innovative floor coverings, announces that to help satisfy excess institutional demand, Camden Holdings Limited ("Camden") has today sold 5 million existing ordinary shares of 5 pence each, representing 4.23 per cent. of Victoria's current issued share capital, at 827 pence per share.

Camden is a company owned by The Camden Trust of which Geoff Wilding, the Chairman of Victoria, is the settlor and a discretionary beneficiary. Following the sale, Geoff Wilding remains beneficially interested in 21,438,650 ordinary shares, which represents 18.16 per cent. of the current issued share capital of the Company.

Geoff Wilding, Chairman of Victoria PLC commented:

"The equity placing, which closed earlier today, was significantly oversubscribed and I subsequently agreed to the share sale in order to meet continuing institutional demand, improve the liquidity of Victoria's shares and to further build the company's shareholder base. I remain a substantial shareholder in Victoria with more than 21 million shares and, given this fact, shareholders can be assured I remain wholly committed to Victoria's mission: 'to create wealth for our shareholders'. I will not be selling any further shares for the foreseeable future."

- Ends -

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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	Geoff Wilding (via Camden Holdings Limited)
2	Reason for the notification	

a)	Position/status	Executive Chairman	
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 of 5 pence each ISIN: GB00BZC0LC10	
b)	Nature of the transaction	Sale of Existing Ordinary Shares	
c)	Price(s) and volume(s)	Price £8.27	Volume 5,000,000
d)	Aggregated information	Price(s) £8.27	Aggregated volume 5,000,000
e)	Date of the transaction	06 August 2018	
f)	Place of the transaction	London Stock Exchange, AIM	