

4 March 2019

**Victoria PLC**

('Victoria' or the 'Company')

**Director Dealing**

Victoria plc (AIM: VCP) announces that on 4 March 2019, Philippe Hamers, Chief Executive, purchased 25,000 Ordinary Shares in the Company at a price of 325 pence per share.

Following the purchase, Mr Hamers is beneficially interested in 125,000 Ordinary Shares, which represents 0.10 per cent. of the issued share capital of the Company.

| <b>Notification of a Transaction pursuant to Article 19(1) of Regulation (EU) No. 596/2014</b>   |  |   |
|--|--|---|
| <b>1 Details of the person discharging managerial responsibilities/person closely associated</b>   |  |   |
| a.   | Name   | Philippe Hamers   |
| <b>2 Reason for notification</b>   |  |   |
| a.   | Position/Status  | Chief Executive   |
| b.   | Initial notification/<br>Amendment   | Initial Notification                                      |
| <b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>   |  |   |
| a.   | Name   | Victoria PLC  |
| b.   | LEI  | 2138002K6ECECHVCQN25                                      |
| <b>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</b> |  |   |
| a.   | Description of the financial instrument, type of instrument<br><br>Identification Code | Ordinary Shares of 5 pence each<br><br>ISIN: GB00BZC0LC10 |

|    |                           |                             |           |
|----|---------------------------|-----------------------------|-----------|
| b. | Nature of the transaction | Purchase of Ordinary Shares |           |
| c. | Price(s) and volume(s)    | Price(s)                    | Volume(s) |
|    |                           | 325p                        | 25,000    |
| d. | Aggregated information    | Price(s)                    | Volume(s) |
|    |                           | 325p                        | 25,000    |
| e. | Date of the transaction   | 4 March 2019                |           |
| f. | Place of the transaction  | London Stock Exchange       |           |

- Ends -

**For more information contact:**

**Victoria PLC**

+44 (0) 1562 749 610

Geoff Wilding, Executive Chairman

Philippe Hamers, Group Chief Executive

Michael Scott, Group Finance Director

**Cantor Fitzgerald Europe (Nominated Adviser and Joint Broker)**

+44 (0) 20 7894 7000

Rick Thompson, Phil Davies, Will Goode (Corporate Finance)

Caspar Shand Kydd, Andrew Keith (Equity Sales)

**Berenberg (Joint Broker)**

+44 (0) 203 207 7800

Ben Wright, Mark Whitmore, Laure Fine (Corporate Broking)

**Buchanan Communications (Financial PR)**

+44 (0) 20 7466 5000

Charles Ryland, Maddie Seacombe, Tilly Abraham