

NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION DIRECTLY OR INDIRECTLY IN OR INTO THE UNITED STATES, CANADA, AUSTRALIA, NEW ZEALAND, THE REPUBLIC OF SOUTH AFRICA OR JAPAN OR ANY OTHER JURISDICTION WHERE IT IS UNLAWFUL TO DISTRIBUTE THIS ANNOUNCEMENT.

This announcement is not a prospectus (or prospectus equivalent) and not an offer of securities for sale nor a solicitation of an offer to acquire or a recommendation to sell or buy securities in any jurisdiction, including in or into the United States, Canada, Australia, New Zealand, the Republic of South Africa or Japan.

Neither this announcement, nor anything contained or referred to herein shall form the basis of, or be relied upon in connection with, any offer or commitment whatsoever in any jurisdiction. Investors should not subscribe for or purchase any ordinary shares ("**Ordinary Shares**") in Victorian Plumbing Group plc, (the "**Company**") referred to in this announcement except on the basis of information contained in the final admission document (the "**Admission Document**") published by the Company (the Company, together with its subsidiaries and subsidiary undertakings, "**Victorian Plumbing**" or the "**Group**") in connection with the placing ("**Placing**") of new and existing Ordinary Shares and admission of all of its Ordinary Shares, issued and to be issued to trading on the AIM market ("**AIM**") of London Stock Exchange plc (the "**London Stock Exchange**"), ("**Admission**"). Copies of the Admission Document are available for inspection on the Company's website at www.victorianplumbingplc.com, subject to certain exceptions.

22 June 2021

Victorian Plumbing Group plc

ADMISSION TO AIM AND FIRST DAY OF DEALINGS

SELL-SIDE ANALYST WEBINAR

Victorian Plumbing Group plc ('Victorian Plumbing'), the UK's leading online retailer of bathroom products and accessories, is pleased to announce the admission of its entire issued and to be issued share capital to trading on the AIM market of the London Stock Exchange. Admission will take place and dealings will commence at 8.00 a.m. today under the ticker VIC and the ISIN GB00BNVVHD43.

The Company's Admission Document is available to view on the Company's website at www.victorianplumbingplc.com

GCA Altium is acting as Nominated Adviser and Financial Adviser in relation to the Admission. Barclays Bank PLC and Numis Securities Limited are acting as Joint Global Coordinators.

Sell-Side Analyst Webinar

There will be an Introduction to Victorian Plumbing webinar hosted by Mark Radcliffe (Chief Executive Officer), Paul Meehan (Chief Financial Officer), Richard Monaghan (Director of Finance) and Joe Pascoe (Chief Marketing Officer) for sell-side analysts at 2:00pm BST on 29 June 2021, details of which can be obtained from FTI Consulting at VictorianPlumbing@fticonsulting.com.

Mark Radcliffe, Founder and Chief Executive Officer, commented:

"Today is a landmark day in the history of Victorian Plumbing. The successful completion of our IPO and admission to AIM is an exciting next step on our growth journey.

I would like to take this opportunity to thank our team for their support over the years. They have helped to build an incredibly strong, exciting and trusted brand together with a hard-working and innovative culture.

We are pleased to welcome such a strong blue chip shareholder base to the register and look forward to working together on this next chapter in the Company's development."

-ENDS-

For further information, please contact:

Victorian Plumbing Group Limited
Mark Radcliffe, Chief Executive Officer
Paul Meehan, Chief Financial Officer

via FTI Consulting
+44 20 3727 1000

FTI Consulting (Financial PR)
Alex Beagley
Eleanor Purdon
Sam Macpherson

+44 20 3727 1000
VictorianPlumbing@fticonsulting.com

GCA Altium Limited (Nominated Adviser and Financial Adviser)
Sam Fuller, Phil Adams, Paul Lines, Mitchell Parr

+44 20 7484 4040

Barclays Bank PLC (Joint Global Coordinators)
Nicola Tennent, Tom Erlich, Rahul Daniel, Dominic Harper

+44 20 7623 2323

Numis Securities Limited (Joint Global Coordinators)
James Taylor, Luke Bordewich, Tom Jacob, Oliver Steele

+44 20 7260 1000

Notes to editors:

About Victorian Plumbing Group

Victorian Plumbing is the UK's leading online retailer of bathroom products and accessories, offering a wide range of over 24,000 products to B2C and trade customers. Victorian Plumbing offers its customers a one-stop shop solution for the entire bathroom with more than 125 own and third-party brands across a wide spectrum of price points.

The Group's product design and supply chain strengths are complemented by its creative and brand-focused marketing strategy, which predominantly focus on online channels to drive significant and growing traffic to its website.

Headquartered in Skelmersdale, Lancashire, the Group employs over 500 staff across seven locations in Skelmersdale, Manchester and Birmingham.

IMPORTANT NOTICES:

This announcement does not constitute or form part of any offer for sale or subscription or any solicitation of any offer to buy or subscribe for any securities and neither this announcement nor any part of it forms the basis of or may be relied on in connection with or act as an inducement to enter into any contract or commitment whatsoever.

The information contained in this announcement is for background purposes only and does not purport to be full or complete, nor does this announcement constitute or form part of any invitation or inducement to engage in investment activity. No reliance may be placed by any person for any purpose on the information contained in this announcement or its accuracy, fairness or completeness. The contents of this announcement are not to be construed as legal, financial or tax advice.

This announcement is not for publication or distribution, directly or indirectly, in or into the United States (including its territories and possessions, any State of the United States and the District of Columbia), Australia, Canada, Japan or any other jurisdiction where to do so would constitute a violation of the relevant laws of such jurisdiction. The distribution of this announcement may be restricted by law in certain jurisdictions and persons into whose possession any document or other information referred to

herein comes should inform themselves about and observe any such restriction. Any failure to comply with these restrictions may constitute a violation of the securities laws of any such jurisdiction.

The securities referred to in this document have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended (the "**Securities Act**"), and may not be offered or sold in the United States except on the basis of an applicable exemption from registration, or in a transaction not subject to, the registration requirements of the Securities Act. There will be no public offering of securities in the United States.

This document contains statements that are, or may be deemed to be, "forward-looking statements". These forward-looking statements involve known and unknown risks and uncertainties, many of which are beyond the Group's control and all of which are based on the Directors' current beliefs and expectations about future events. In some cases, these forward-looking statements can be identified by the use of forward-looking terminology, including, without limitation, the terms "anticipates", "believes", "could", "envisages", "estimates", "expects", "intends", "may", "plans", "projects", "should", "will" or, in each case, their negative or other variations or comparable terminology. These forward-looking statements relate to matters that are not historical facts. They include statements regarding the intentions, beliefs and current expectations of the Company or the Directors concerning, amongst other things, the results of operations, financial condition, liquidity, prospects, growth and strategies of the Company and the industry in which the Group operates. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. Forward-looking statements are not guarantees of future performance. The actual results, performance or achievements of the Company or developments in the industry in which the Group operates may differ materially from the future results, performance or achievements or industry developments expressed or implied by the forward-looking statements contained in this document.

These forward-looking statements and other statements contained in this document regarding matters that are not historical facts involve predictions. No assurance can be given that such future results will be achieved; actual events or results may differ materially as a result of risks and uncertainties facing the Group. Such risks and uncertainties could cause actual results to vary materially from the future results indicated, expressed or implied in such forward-looking statements.

Each of the Company, GCA Altium Limited, Barclays Bank PLC and Numis Securities Limited, and their respective affiliates, expressly disclaims any obligation or undertaking to update, review or revise any forward-looking statements contained in this announcement and disclaims any obligation to update its view of any risks or uncertainties described herein or to publicly announce the results of any revisions to the forward-looking statements made in this announcement, whether as a result of new information, future developments or otherwise, except as required by law.

None of GCA Altium Limited, Barclays Bank PLC or Numis Securities Limited, nor any of their respective affiliates, their respective directors, officers or employees, advisers, agents or any other person accepts any responsibility or liability whatsoever for the contents of, or makes any representations or warranties, express or implied, as to the accuracy, fairness or completeness of the information presented or contained in this announcement (or whether any information has been omitted from this announcement) or any other information relating to the Company, its subsidiaries and their associated companies, whether written, oral or in a visual or electronic form, and howsoever transmitted or made available or for any loss howsoever arising from any use of this announcement or its contents or otherwise arising in connection therewith. Accordingly, each of GCA Altium Limited, Barclays Bank PLC and Numis Securities Limited, and their respective affiliates, their respective directors, officers or employees, and any other person acting on their behalf expressly disclaims, to the fullest extent possible, any and all liability whatsoever for any loss howsoever arising from, or in reliance upon, the whole or any part of the contents of this announcement, whether in tort, contract or otherwise which they might otherwise have in respect of this announcement or its contents or otherwise arising in connection therewith.

Each of GCA Altium Limited, Barclays Bank PLC and Numis Securities Limited is acting exclusively for the Company and no-one else in connection with this Announcement. They will not regard any other person as their respective clients in relation to the possible Admission and will not be responsible to anyone other than the Company for providing the protections afforded to their respective clients, nor for

providing advice in relation to the contents of this announcement or any transaction, arrangement or other matter referred to herein.

Barclays Bank PLC is authorised by the Prudential Regulation Authority ("**PRA**") and regulated by the Financial Conduct Authority (the "**FCA**") and the PRA. Each of GCA Altium Limited and Numis Securities Limited is authorised and regulated by the FCA in the United Kingdom.

For the avoidance of doubt, the contents of the Company's website are not incorporated by reference into, and do not form part of, this announcement.