

21 December 2021

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 20 December 2021, it purchased 280,120 ordinary shares of 10p each in the Company on the London Stock Exchange (the "Repurchased Shares"), pursuant to the share buyback programme (the "Buyback Programme") that was announced on 05 November 2021 as follows:

Date of purchase	20 December 2021
Number of ordinary shares purchased	280,120
Highest price paid per ordinary share	66.00 pence
Lowest price paid per ordinary share	65.00 pence
Volume weighted average price paid per ordinary share	65.6724 pence

Application will be made for the Repurchased Shares to be cancelled. Following the cancellation of the Repurchased Shares, the total number of ordinary shares with voting rights will be 362,556,776 which may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, Vertu Motors under the FCA's Disclosure Guidance and Transparency Rules. The Company holds no shares in treasury.

The Company will make further announcements in due course following the completion of any further purchases pursuant to the Buyback Programme.

In accordance with Article 5(1)(b) of the Market Abuse Regulation (EU) No 596/2014 details of the purchase of its own ordinary shares by Vertu Motors, which were all executed through the Company's broker, Zeus Capital Limited, are set out below:

Schedule of Purchases:

Shares purchased:	Vertu Motors plc (ISIN: GB00B1GK4645)
Date of purchases:	20 December 2021

Aggregate information:

Aggregated Volume	Volume-weighted average price (pence)	Venue
280,120	65.6724	London Stock Exchange

Individual Transactions:

1,618	65.00 pence	08:00 UK
736	65.00 pence	08:00 UK
582	65.00 pence	08:00 UK
383	65.00 pence	08:01 UK

3,618	65.00 pence	08:01 UK
1,923	65.00 pence	08:01 UK
1,098	65.00 pence	08:01 UK
1,963	65.00 pence	08:01 UK
1,001	65.00 pence	08:01 UK
952	65.00 pence	08:01 UK
1,000	65.00 pence	08:01 UK
4,001	65.00 pence	08:01 UK
698	65.00 pence	08:12 UK
2,239	65.00 pence	09:10 UK
349	65.00 pence	09:13 UK
1,050	65.00 pence	09:14 UK
849	65.00 pence	09:14 UK
4,688	65.00 pence	09:14 UK
713	65.00 pence	09:15 UK
647	65.00 pence	09:17 UK
1,755	65.00 pence	09:17 UK
1,859	65.00 pence	09:17 UK
1,964	65.00 pence	09:17 UK
1,963	65.00 pence	09:17 UK
548	65.00 pence	09:20 UK
205	65.00 pence	09:23 UK
686	65.00 pence	09:24 UK
3,535	65.00 pence	09:24 UK
3,202	65.80 pence	11:30 UK
23,167	66.00 pence	15:19 UK
4,291	66.00 pence	15:19 UK
14,209	66.00 pence	15:19 UK
333	66.00 pence	15:19 UK
4,667	66.00 pence	15:19 UK
11,761	66.00 pence	15:19 UK
6,047	66.00 pence	15:19 UK
67	66.00 pence	15:19 UK
5,359	66.00 pence	15:19 UK
43,136	66.00 pence	15:23 UK
4,411	65.60 pence	15:45 UK
4,485	65.60 pence	16:12 UK
30,148	65.60 pence	16:14 UK
12,362	65.60 pence	16:14 UK
11,963	65.60 pence	16:14 UK
13,486	65.60 pence	16:14 UK
4,369	65.60 pence	16:14 UK
13,690	65.60 pence	16:14 UK
6,400	65.60 pence	16:14 UK
8,208	65.60 pence	16:14 UK
6,951	65.60 pence	16:14 UK
295	65.60 pence	16:14 UK
315	65.60 pence	16:14 UK
4,175	65.60 pence	16:14 UK

For further information please contact:

Vertu Motors plc

Robert Forrester, CEO
Karen Anderson, CFO

Tel: 0191 491 2111
Tel: 0191 491 2112

Zeus Capital Limited

amie Peel
Andrew Jones
Dominic King

Tel: 020 3829 5000

Camarco

Billy Clegg
Tom Huddart

Tel: 020 3757 4983

Notes to Editors

Vertu Motors is the fifth largest automotive retailer in the UK with a network of 156 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 152 franchised sales outlets and 4 non-franchised sales operations from 120 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 / www.vertucareers.com

Vertu brand websites – www.vertumotors.com / www.bristolstreet.co.uk / www.macklinmotors.co.uk / www.vertumotorcycles.com