

21 July 2023

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 20 July 2023 it purchased 336,234 ordinary shares of 10p each in the Company (the "Repurchased Shares"), pursuant to the share buyback programme (the "Buyback Programme") that was announced on 13 June 2023, as follows (together the "Transaction"):

Date of purchase	20 July 2023
Number of ordinary shares purchased	336,234
Highest price paid per ordinary share	70 pence
Lowest price paid per ordinary share	69.7 pence
Volume weighted average price paid per ordinary share	69.9977 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 343,426,519 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 ("Zeus"), are set out below:

Schedule of Purchases:

Shares purchased:	Vertu Motors plc (ISIN: GB00B1GK4645)
Date of purchases:	20 July 2023

Aggregate information:

Aggregated Volume	Volume-weighted average price (pence)	Venue
336,234	69.9977	London Stock Exchange

Individual transactions:

65,694	70.00 pence	13:15 UK
184,306	70.00 pence	13:16 UK
50,000	70.00 pence	14:22 UK
30,000	70.00 pence	15:13 UK
110	69.70 pence	15:40 UK
2,000	69.70 pence	15:40 UK
10	69.70 pence	15:52 UK
16	69.70 pence	15:52 UK

429	69.70 pence	15:56 UK
327	70.00 pence	16:35 UK
673	70.00 pence	16:35 UK
2,669	70.00 pence	16:35 UK

Vertu Motors plc

Robert Forrester, CEO

Karen Anderson, CFO

Tel: +44 (0) 191 491 2121

Zeus (Nominated Adviser and Broker)

Jamie Peel

Andrew Jones

Dominic King

Tel: +44 (0) 203 829 5000

Camarco

Billy Clegg

Tom Huddart

Tel: +44 (0) 203 757 4983

Notes to Editors

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 189 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 185 franchised sales outlets and 4 non-franchised sales operations from 141 locations across the UK.

Vertu's Mission Statement is to "deliver an outstanding customer motoring experience through honesty and trust".

Vertu Motors Group websites – <https://investors.vertumotors.com> / www.vertucareers.com
 Vertu brand websites – www.vertumotors.com / www.bristolstreet.co.uk / www.vertuhonda.com /
www.vertutoyota.com / www.macklinmotors.co.uk / www.vertumotorcycles.com