

26 July 2023

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 25 July 2023 it purchased 281,525 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 | 25 July 2023 |
| Number of ordinary shares purchased | 281,525 |
| Highest price paid per ordinary share | 69.25 pence |
| Lowest price paid per ordinary share | 68.9 pence |
| Volume weighted average price paid per ordinary share | 69.1953 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 342,799,088 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: | 25 July 2023 |

Aggregate information:

| Aggregated Volume | Volume-weighted average price (pence) | Venue |
|-------------------|---------------------------------------|-----------------------|
| 281,525 | 69.1953 | London Stock Exchange |

Individual transactions:

| | | |
|---------|-------------|----------|
| 12,221 | 68.90 pence | 15:57 UK |
| 12,221 | 68.90 pence | 15:57 UK |
| 12,221 | 68.90 pence | 15:57 UK |
| 193,736 | 69.25 pence | 16:16 UK |
| 3,700 | 69.20 pence | 16:25 UK |
| 46,300 | 69.20 pence | 16:28 UK |
| 1,071 | 69.20 pence | 16:28 UK |
| 55 | 69.20 pence | 16:29 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