

12 December 2023

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 11 December 2023 it purchased 195,408 ordinary shares of 10p each in the Company (the "Repurchased Shares"), pursuant to the share buyback programme (the "Buyback Programme") that was announced on 9 October 2023, as follows (together the "Transaction"):

Date of purchase	11 December 2023
Number of ordinary shares purchased	195,408
Highest price paid per ordinary share	68 pence
Lowest price paid per ordinary share	68 pence
Volume weighted average price paid per ordinary share	68 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 339,437,849 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:	11 December 2023

Aggregate information:

Aggregated Volume	Volume-weighted average price (pence)	Venue
195,408	68	London Stock Exchange

Individual transactions:

1,219	68.00 pence	10:03 UK
8,781	68.00 pence	10:04 UK
1,219	68.00 pence	10:04 UK
488	68.00 pence	10:04 UK
2,665	68.00 pence	10:04 UK
4,000	68.00 pence	10:05 UK
1,397	68.00 pence	10:05 UK
1,450	68.00 pence	10:05 UK

2,550	68.00 pence	10:05 UK
7,200	68.00 pence	10:06 UK
1,719	68.00 pence	10:06 UK
1,081	68.00 pence	10:06 UK
512	68.00 pence	10:06 UK
8,612	68.00 pence	10:06 UK
548	68.00 pence	10:06 UK
328	68.00 pence	10:06 UK
6,029	68.00 pence	10:06 UK
3,971	68.00 pence	10:06 UK
3,525	68.00 pence	10:06 UK
4,000	68.00 pence	10:08 UK
152	68.00 pence	10:08 UK
1,894	68.00 pence	10:09 UK
429	68.00 pence	10:09 UK
10,000	68.00 pence	10:09 UK
2,671	68.00 pence	10:09 UK
1,000	68.00 pence	10:10 UK
5,000	68.00 pence	10:13 UK
1,107	68.00 pence	10:13 UK
222	68.00 pence	10:13 UK
1,329	68.00 pence	10:13 UK
1,517	68.00 pence	10:13 UK
5,000	68.00 pence	10:13 UK
2,154	68.00 pence	10:13 UK
1,746	68.00 pence	10:13 UK
4,485	68.00 pence	10:13 UK
2,332	68.00 pence	11:38 UK
23,802	68.00 pence	11:38 UK
2,332	68.00 pence	11:38 UK
4,614	68.00 pence	11:38 UK
21,520	68.00 pence	11:38 UK
4,614	68.00 pence	11:38 UK
280	68.00 pence	11:38 UK
12,504	68.00 pence	11:38 UK
13,350	68.00 pence	11:38 UK
5,707	68.00 pence	11:38 UK
4,084	68.00 pence	11:38 UK
269	68.00 pence	11:38 UK

Vertu Motors plc

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 Karen Anderson, CFO
 Phil Clark, Investor Relations

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Zeus (Nominated Adviser and Broker)

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Camarco

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Billy Clegg
Tom Huddart

Notes to Editors

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 195 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 191 franchised sales outlets and 4 non-franchised sales operations from 145 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