

31 January 2022

Vertu Motors plc
(“Vertu Motors” or the “Company”)

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 28 January 2022, it purchased 282,540 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	28 January 2022
Number of ordinary shares purchased	282,540
Highest price paid per ordinary share	66.00 pence
Lowest price paid per ordinary share	66.00 pence
Volume weighted average price paid per ordinary share	66.00 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 360,979,242 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:	28 January 2022

Aggregate information:

Aggregated Volume	Volume-weighted average price (pence)	Venue
282,540	66.00	London Stock Exchange

Individual Transactions:

1,994	66.00 pence	12:36 UK
14,230	66.00 pence	12:37 UK
5,866	66.00 pence	12:37 UK
15,866	66.00 pence	12:37 UK

2,005	66.00 pence	12:37 UK
4,219	66.00 pence	12:37 UK
2,314	66.00 pence	12:37 UK
3,692	66.00 pence	12:39 UK
756	66.00 pence	12:40 UK
15,328	66.00 pence	12:40 UK
13,070	66.00 pence	12:40 UK
9,020	66.00 pence	12:40 UK
2,194	66.00 pence	12:40 UK
3,395	66.00 pence	12:41 UK
2,000	66.00 pence	12:41 UK
4,051	66.00 pence	12:52 UK
5,455	66.00 pence	12:52 UK
18,012	66.00 pence	12:52 UK
5,256	66.00 pence	15:02 UK
199	66.00 pence	16:17 UK
12,656	66.00 pence	16:17 UK
5,455	66.00 pence	16:17 UK
12,656	66.00 pence	16:17 UK
5,455	66.00 pence	16:17 UK
12,656	66.00 pence	16:17 UK
5,455	66.00 pence	16:17 UK
133	66.00 pence	16:17 UK
12,523	66.00 pence	16:17 UK
4,713	66.00 pence	16:17 UK
42,764	66.00 pence	16:17 UK
10,000	66.00 pence	16:17 UK
2,656	66.00 pence	16:19 UK
7,111	66.00 pence	16:19 UK
2,665	66.00 pence	16:19 UK
9,700	66.00 pence	16:19 UK
291	66.00pence	16:20 UK
161	66.00 pence	16:20UK
6,165	66.00 pence	16:35UK
403	66.00 pence	16:35 UK

For further information please contact:

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Zeus Capital Limited

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Notes to Editors

Vertu Motors is the fifth largest automotive retailer in the UK with a network of 159 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 155 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