

13 July 2022

Vertu Motors plc

(“Vertu Motors” or the “Company”)

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 12 July 2022, it purchased 29,696 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 07 June 2022 as follows:

Date of purchase	12 July 2022
Number of ordinary shares purchased	29,696
Highest price paid per ordinary share	56.80 pence
Lowest price paid per ordinary share	56.30 pence
Volume weighted average price paid per ordinary share	56.3540 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 350,126,003 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:	12 July 2022

Aggregate information:

Aggregated Volume	Volume-weighted average price (pence)	Venue
-------------------	---------------------------------------	-------

29,696

56.3540

London Stock Exchange

Individual Transactions:

2	56.30 pence	10:33 UK
1,096	56.30 pence	11:22 UK
2	56.30 pence	11:22 UK
45	56.30 pence	11:22 UK
12,110	56.30 pence	11:41 UK
433	56.30 pence	11:41 UK
291	56.30 pence	11:41 UK
2,897	56.30 pence	11:41 UK
15	56.30 pence	12:43 UK
8,799	56.30 pence	12:43 UK
2,000	56.60 pence	14:53 UK
2	56.80 pence	15:19 UK
2	56.80 pence	15:31 UK
2	56.80 pence	15:39 UK
2,000	56.80 pence	15:42 UK

For further information please contact:

Vertu Motors plc

Robert Forrester, CEO

Tel: 0191 491 2111

Karen Anderson, CFO

Tel: 0191 491 2112

Zeus Capital Limited

Tel: 020 3829 5000

Jamie Peel

Andrew Jones

Dominic King

Camarco

Tel: 020 3757 4983

Billy Clegg

Tom Huddart

Notes to Editors

Vertu Motors is the fifth largest automotive retailer in the UK with a network of 160 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 156 franchised sales outlets and 4 non-franchised sales operations from 121 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