

29 July 2022

Vertu Motors plc

(“Vertu Motors” or the “Company”)

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 28 July 2022, it purchased 128,214 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	28 July 2022
Number of ordinary shares purchased	128,214
Highest price paid per ordinary share	58.00 pence
Lowest price paid per ordinary share	57.50 pence
Volume weighted average price paid per ordinary share	57.7928 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 348,945,522 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 July 2022

Aggregate information:

Aggregated Volume	Volume-weighted average price (pence)	Venue
128,214	57.7928	London Stock Exchange

Individual Transactions:

10,000	58.00 pence	08:27 UK
4,963	58.00 pence	08:27 UK
5,000	58.00 pence	08:27 UK
37	58.00 pence	08:28 UK
795	57.70 pence	10:27 UK
7,841	57.70 pence	10:27 UK
1,364	57.70 pence	10:27 UK
10,000	57.70 pence	10:27 UK
8,813	57.70 pence	10:27 UK
1,187	57.70 pence	10:27 UK
6,339	57.50 pence	15:20 UK
2,474	57.50 pence	15:20 UK
6,319	57.70 pence	15:22 UK
5,384	57.70 pence	15:22 UK
3,507	57.70 pence	15:22 UK
529	57.70 pence	15:35 UK
4,261	57.70 pence	15:35 UK
6,660	57.70 pence	15:50 UK
1,505	57.70 pence	15:50 UK
8,813	57.70 pence	15:50 UK
2,423	57.70 pence	15:50 UK
904	57.50 pence	16:12 UK
281	57.70 pence	16:14 UK
1,543	57.70 pence	16:14 UK
570	57.70 pence	16:14 UK
1	57.70 pence	16:22 UK

427	57.70 pence	16:28 UK
128	57.70 pence	16:28 UK
1,005	58.00 pence	16:35 UK
10,449	58.00 pence	16:35 UK
148	58.00 pence	16:35 UK
446	58.00 pence	16:35 UK
742	58.00 pence	16:35 UK
10,974	58.00 pence	16:35 UK
170	58.00 pence	16:35 UK
510	58.00 pence	16:35 UK
850	58.00 pence	16:35 UK
849	58.00 pence	16:35 UK
3	58.00 pence	16:35 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