

11 December 2023

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 8 December 2023 it purchased 370,403 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	8 December 2023
Number of ordinary shares purchased	370,403
Highest price paid per ordinary share	66 pence
Lowest price paid per ordinary share	65 pence
Volume weighted average price paid per ordinary share	65.2639 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 339,633,257 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:	8 December 2023

Aggregate information:

Aggregated Volume	Volume-weighted average price (pence)	Venue
370,403	65.2639	London Stock Exchange

Individual transactions:

10,000	65.00 pence	08:00 UK
721	65.00 pence	08:53 UK
1,413	65.00 pence	08:53 UK
121	65.00 pence	10:19 UK
3,078	65.00 pence	10:22 UK
2,434	65.00 pence	10:22 UK
2,233	65.00 pence	10:22 UK
10,000	65.00 pence	10:22 UK

1,148	65.00 pence	10:22 UK
2,303	65.00 pence	10:22 UK
6,000	65.00 pence	10:22 UK
464	65.00 pence	10:22 UK
85	65.00 pence	10:22 UK
3,052	65.00 pence	10:22 UK
7,925	65.00 pence	10:22 UK
1,712	65.00 pence	10:22 UK
294	65.00 pence	10:22 UK
69	65.00 pence	10:23 UK
1,076	65.00 pence	10:23 UK
3,306	65.00 pence	10:23 UK
528	65.00 pence	10:23 UK
6,166	65.00 pence	10:23 UK
858	65.00 pence	10:23 UK
501	65.00 pence	10:23 UK
8,641	65.00 pence	10:23 UK
3,231	65.00 pence	10:23 UK
6,769	65.00 pence	10:23 UK
18,231	65.00 pence	10:23 UK
2,673	65.00 pence	10:23 UK
5,770	65.00 pence	10:23 UK
116	65.00 pence	10:23 UK
1,441	65.00 pence	10:23 UK
2,674	65.00 pence	10:23 UK
492	65.00 pence	10:23 UK
1,236	65.00 pence	10:23 UK
2,512	65.00 pence	10:34 UK
1,666	65.00 pence	10:34 UK
1,867	65.00 pence	10:34 UK
457	65.00 pence	10:34 UK
1,770	65.00 pence	10:36 UK
1,185	65.00 pence	10:36 UK
10,000	65.00 pence	10:36 UK
1,000	65.00 pence	10:36 UK
616	65.00 pence	10:36 UK
495	65.00 pence	10:36 UK
7,889	65.00 pence	10:36 UK
458	65.00 pence	10:36 UK
6,682	65.00 pence	10:37 UK
1,048	65.00 pence	10:37 UK
561	65.00 pence	10:37 UK
156	65.00 pence	10:39 UK
1,095	65.00 pence	10:39 UK
1,095	65.00 pence	10:39 UK
202	65.00 pence	10:42 UK
8,703	65.00 pence	10:42 UK
234	65.00 pence	10:43 UK
3,125	65.00 pence	10:43 UK
3,180	65.00 pence	10:45 UK
3,461	65.00 pence	10:45 UK

819	65.00 pence	10:45 UK
1,000	65.00 pence	10:45 UK
8,181	65.00 pence	10:59 UK
11,819	65.00 pence	10:59 UK
1,723	65.00 pence	10:59 UK
2,000	65.00 pence	11:16 UK
3,301	65.40 pence	15:41 UK
678	65.40 pence	15:41 UK
3,098	65.40 pence	15:41 UK
3,238	65.40 pence	15:41 UK
2,813	65.40 pence	15:41 UK
3,144	65.40 pence	15:41 UK
1,119	65.40 pence	15:41 UK
1,065	65.40 pence	15:41 UK
2,722	65.40 pence	15:41 UK
360	65.40 pence	15:41 UK
1,082	65.40 pence	15:44 UK
2,380	65.40 pence	15:44 UK
2,273	65.40 pence	15:49 UK
2,440	65.40 pence	15:49 UK
1,045	65.40 pence	15:49 UK
322	65.40 pence	15:49 UK
890	65.40 pence	15:51 UK
339	65.40 pence	15:51 UK
606	65.40 pence	15:51 UK
940	65.40 pence	15:51 UK
6,369	65.40 pence	15:51 UK
23,070	65.40 pence	15:51 UK
1,592	65.40 pence	15:51 UK
5,717	65.40 pence	15:51 UK
581	65.40 pence	15:51 UK
3,558	65.40 pence	15:51 UK
3,751	65.40 pence	15:51 UK
2,085	65.40 pence	15:51 UK
470	65.40 pence	15:51 UK
5,546	65.40 pence	15:51 UK
498	65.40 pence	15:51 UK
795	65.40 pence	15:51 UK
214	65.40 pence	15:51 UK
1,121	65.40 pence	15:51 UK
5,320	65.40 pence	15:51 UK
152	65.40 pence	15:51 UK
570	65.40 pence	15:52 UK
146	65.40 pence	15:52 UK
278	65.40 pence	15:52 UK
895	65.40 pence	15:52 UK
229	65.40 pence	15:52 UK
3,188	65.40 pence	15:52 UK
2,922	65.20 pence	15:56 UK
1,408	65.20 pence	15:56 UK
2,370	65.20 pence	15:56 UK

755	65.20 pence	15:56 UK
1,027	65.20 pence	15:58 UK
10,000	65.60 pence	16:16 UK
298	65.60 pence	16:16 UK
8,386	66.00 pence	16:24 UK
3,271	66.00 pence	16:24 UK
2,336	66.00 pence	16:24 UK
467	66.00 pence	16:24 UK
403	66.00 pence	16:24 UK
35,000	66.00 pence	16:28 UK

Vertu Motors plc

Robert Forrester, CEO
 Karen Anderson, CFO
 Phil Clark, Investor Relations

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 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