

12 July 2024

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 11 July 2024 it purchased 35,989 ordinary shares of 10p each in the Company (the "Repurchased Shares"), pursuant to the share buyback programme (the "Buyback Programme") that was announced on 15 May 2024, as follows (together the "Transaction"):

Date of purchase	11 July 2024
Number of ordinary shares purchased	35,989
Highest price paid per ordinary share	73.5 pence
Lowest price paid per ordinary share	73.5 pence
Volume weighted average price paid per ordinary share	73.5 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 337,057,882 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, Stifel Nicolaus Europe Limited ("Stifel"), are set out below:

Schedule of Purchases:

Shares purchased:	Vertu Motors plc (ISIN: GB00B1GK4645)
Date of purchases:	11 July 2024

Aggregate information:

Aggregated Volume	Volume-weighted average price (pence)	Venue
35,989	73.5000	London Stock Exchange

Individual transactions:

10,836	73.5 pence	16:15 UK
88	73.5 pence	16:35 UK
917	73.5 pence	16:35 UK
1,362	73.5 pence	16:35 UK
2,766	73.5 pence	16:35 UK
3,745	73.5 pence	16:35 UK
2,766	73.5 pence	16:35 UK
948	73.5 pence	16:35 UK

1,103	73.5 pence	16:35 UK
173	73.5 pence	16:35 UK
108	73.5 pence	16:35 UK
65	73.5 pence	16:35 UK
342	73.5 pence	16:35 UK
8,334	73.5 pence	16:35 UK
1,961	73.5 pence	16:35 UK
43	73.5 pence	16:35 UK
205	73.5 pence	16:35 UK
55	73.5 pence	16:35 UK
107	73.5 pence	16:35 UK
65	73.5 pence	16:35 UK

Vertu Motors plc

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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 189 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 185 franchised sales outlets and 4 non-franchised sales operations from 143 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