

30 October 2025

**Vertu Motors plc**

("Vertu Motors" or the "Company")

**Transaction in Own Shares**

Vertu Motors plc (AIM: VTU) announces that on 29 October 2025 it purchased 100,000 ordinary shares of 10p each in the Company (the "Repurchased Shares"), pursuant to the share buyback programme (the "Buyback Programme") that was announced on 06 February 2025, as follows (together the "Transaction"):

|                                                       |                 |
|-------------------------------------------------------|-----------------|
| Date of purchase                                      | 29 October 2025 |
| Number of ordinary shares purchased                   | 100,000         |
| Highest price paid per ordinary share                 | 63.5000 pence   |
| Lowest price paid per ordinary share                  | 63.5000 pence   |
| Volume weighted average price paid per ordinary share | 63.5000 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 317,475,493 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.

Since the Group began Share Buybacks in July 2017, over £43.4m has been returned to shareholders, reducing the Company's shares in issue by 20.1% over the same period.

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: | 29 October 2025                       |

**Aggregate information:**

| <b>Aggregated Volume</b> | <b>Volume-weighted average price (pence)</b> | <b>Venue</b>          |
|--------------------------|----------------------------------------------|-----------------------|
| 100,000                  | 63.5000 pence                                | London Stock Exchange |

**Individual transactions:**

|         |               |          |
|---------|---------------|----------|
| 100,000 | 63.5000 pence | 12:48 UK |
|---------|---------------|----------|

**Vertu Motors plc****Tel: +44 (0) 191 491 2121**

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

**Stifel (Nominated Adviser and Joint Broker)****Tel: +44 (0) 207 710 7688**

Matthew Blawat  
Callum Stewart

**Shore Capital (Joint Broker)****Tel: +44 (0) 20 7408 4090**

Mark Percy / Sophie Collins (Corporate Advisory)  
Isobel Jones (Corporate Broking)

**Camarco****Tel: +44 (0) 203 757 4980**

Billy Clegg  
Tom Huddart

**Notes to Editors**

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 191 sales outlets across the UK.

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.

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](http://www.vertucareers.com)

Vertu brand websites – [www.vertumotors.com](http://www.vertumotors.com) / [www.vertumotorcycles.com](http://www.vertumotorcycles.com)