

23 December 2025

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 22 December 2025 it purchased 77,955 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 | 22 December 2025 |
| Number of ordinary shares purchased | 77,955 |
| Highest price paid per ordinary share | 62.900 pence |
| Lowest price paid per ordinary share | 61.820 pence |
| Volume weighted average price paid per ordinary share | 62.324 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 313,839,459 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 £ 45.6 m has been returned to shareholders, reducing the Company's shares in issue by 21.0% 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, Shore Capital Stockbrokers Limited ("Shore Capital"), are set out below:

Schedule of Purchases:

| | |
|--------------------|---------------------------------------|
| Shares purchased: | Vertu Motors plc (ISIN: GB00B1GK4645) |
| Date of purchases: | 22 December 2025 |

Aggregate information:

| Aggregated Volume | Volume-weighted average price (pence) | Venue |
|--------------------------|--|-----------------------|
| 77,955 | 62.324 pence | London Stock Exchange |

Individual transactions:

| | | | |
|--------|--------------|-------|----|
| 19,000 | 62.900 pence | 09.24 | UK |
| 18,000 | 62.360 pence | 10.51 | UK |
| 24,000 | 62.200 pence | 14.34 | UK |
| 16,955 | 61.820 pence | 15.50 | 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 194 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

Vertu brand websites – www.vertumotors.com / www.vertumotorcycles.com