

30 April 2026

Vertu Motors plc ("Vertu Motors" or "Company")

EBT Share Purchase

Vertu Motors announces that it was notified on 29 April 2026 of the following acquisition ("Dealing") of the Company's ordinary shares of 10p each ("Ordinary Shares") by Ocorian Limited ("Trustee"), the trustee of the Company's employee benefit trust. The Dealing took place on 29 April 2026 at a price of 63.0505 pence per Ordinary Share.

The acquired shares were purchased by the Trustee to be held for the purposes of the employee benefit trust and may be used to transfer shares to individuals when options are exercised. This will include the Company's Long Term Incentive Plan, under which each of the executive directors of the Company and other PDMRs are potential participants. They are therefore regarded as having a notional interest in the acquired shares.

	Beneficial holding of Ordinary Shares prior to the Dealing	% of issued share capital prior to the Dealing	Ordinary Shares acquired	Resultant Beneficial holding of Ordinary Shares after the Dealing	Resultant % of issued share capital after the Dealing
Trustee	5,687,933	1.82%	91,200	5,779,133	1.85%

The Company's issued share capital consists of 312,310,046 Ordinary Shares with voting rights. The Company does not hold any Ordinary Shares in treasury.

NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	OCORIAN LIMITED
2.	Reason for the notification	
a)	Position/status	EBT TRUSTEE
b)	Initial notification/Amendment	INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	VERTU MOTORS PLC
b)	LEI	213800G1KJEIUIGM1575
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (vi) each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC
	Identification code	GB00B1GK4645
b)	Nature of the transaction	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC

c)	Price(s) and volume(s)	
	Price	Volume(s)
	0.630505	91,200
d)	Aggregated information	
	-Aggregated volume	n/a
	- Price	n/a
e)	Date of the transaction	29 APRIL 2026
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM

- ENDS -

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
Vertu brand websites – www.vertumotors.com