

13 July 2026

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that it purchased 93,017 ordinary shares of 10p each in the Company (the "Repurchased Shares"), in the period from 06 July 2026 to 10 July 2026 pursuant to the share buyback programme (the "Buyback Programme") that was announced on 05 March 2026, as follows (together the "Transaction"):

Aggregate Information:

Date	Volume	Highest price paid (pence)	Lowest price paid (pence)	Volume-weighted average price (pence)	Venue
07-Jul-26	56,877	73.5	73.3	73.395	LSE
09-Jul-26	16,900	73.8	73.8	73.8	LSE
10-Jul-26	19,240	74.44	74.4	74.43	LSE

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 311,089,809 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 £47.5m has been returned to shareholders, reducing the Company's shares in issue by 21.7% 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)

Individual transactions:

Date	Volume	Price per share (pence)	Venue	Time of Transaction
07-Jul-26	26,877	73.5	LSE	16.21
07-Jul-26	30,000	73.3	LSE	9.43
09-Jul-26	16,900	73.8	LSE	16.37
10-Jul-26	13,000	74.44	LSE	14:11
10-Jul-26	6,240	74.4	LSE	16:38

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Billy Clegg
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Notes to Editors

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 190 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