20 July 2026

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that it purchased 193,022 ordinary shares of 10p each in the Company (the "Repurchased Shares"), in the period from 13 July 2026 to 17 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
13-Jul-26	56,470	73.700	73.400	73.533	XLON
14-Jul-26	33,158	74.980	74.980	74.980	XLON
15-Jul-26	20,500	74.150	74.150	74.150	XLON
16-Jul-26	21,665	75.580	75.580	75.580	XLON
17-Jul-26	61,229	76.050	76.050	76.050	XLON

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 310,896,787 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 £47.6m 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
13-Jul-26	25,000	73.700	XLON	09:29
13-Jul-26	31,470	73.400	XLON	16:00
14-Jul-26	33,158	74.980	XLON	16:28

15-Jul-26	20,500	74.150	XLON	14:15
16-Jul-26	21,665	75.580	XLON	16:30
17-Jul-26	61,229	76.050	XLON	16:18

Vertu Motors plc

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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