

27 July 2026

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that it purchased 166,551 ordinary shares of 10p each in the Company (the "Repurchased Shares"), in the period from 20 July 2026 to 24 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
22-Jul-26	83,551	79.250	79.250	79.250	XLON
24-Jul-26	83,000	79.000	78.000	78.506	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 310,730,236 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 £47.7m has been returned to shareholders, reducing the Company's shares in issue by 21.8% 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
22-Jul-26	83,551	79.250	XLON	13:39
24-Jul-26	25,000	78.000	XLON	09:04
24-Jul-26	25,000	78.360	XLON	11:51
24-Jul-26	11,000	79.000	XLON	16:14
24-Jul-26	22,000	79.000	XLON	16:36

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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