

10 August 2026

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that it purchased 280,266 ordinary shares of 10p each in the Company (the "Repurchased Shares"), in the period from 03 August 2026 to 07 August 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
03-Aug-26	70,000	82.505	82.505	82.505	XLON
04-Aug-26	41,000	83.100	83.900	83.432	XLON
05-Aug-26	169,266	83.350	82.400	83.154	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 310,449,970 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 £48.0m has been returned to shareholders, reducing the Company's shares in issue by 21.9% over the same period.

Further to the £12 million share buyback programme announced on 5 March 2026 (the "Buyback Programme") of which c.£1.6 million has been deployed to date, the Company announces that it has entered into an irrevocable and non-discretionary agreement with Shore Capital Stockbrokers Limited ("Shore") to purchase shares during the period from 7 August 2026 to the publication of the Company's interim results for the six months ended 31 August 2026, including during the Company's closed period from 14 September 2026 and ending on the date of publication of those interim results. Shore will make its trading decisions in relation to the Company's shares independently of and uninfluenced by the Company.

Any share purchases will be effected within certain pre-set parameters and in accordance with the remaining terms of the Buyback Programme.

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
03-Aug-26	70,000	82.505	XLON	16:08
04-Aug-26	24,000	83.100	XLON	14:18
04-Aug-26	17,000	83.900	XLON	14:28
05-Aug-26	35,000	82.400	XLON	13:33
05-Aug-26	134,266	83.350	XLON	14.46

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Notes to Editors

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 193 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