

31 August 2021

Vertu Motors plc
(“Vertu Motors” or the “Company”)

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 27 August 2021, it purchased 185,279 ordinary shares of 10p each in the Company on the London Stock Exchange (the “Repurchased Shares”), pursuant to the share buyback programme (the “Buyback Programme”) that was announced on 20 August 2021 as follows:

Date of purchase	27 August 2021
Number of ordinary shares purchased	185,279
Highest price paid per ordinary share	52.00 pence
Lowest price paid per ordinary share	51.60 pence
Volume weighted average price paid per ordinary share	51.9352 pence

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 368,790,682 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.

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, Zeus Capital Limited, are set out below:

Schedule of Purchases:

Shares purchased:	Vertu Motors plc (ISIN: GB00B1GK4645)
Date of purchases:	27 August 2021

Aggregate information:

Aggregated Volume	Volume-weighted average price (pence)	Venue
185,279	51.9352	London Stock Exchange

Individual transactions:

5,279	52.00 pence	09:37 UK
150,000	52.00 pence	09:58 UK
433	51.60 pence	12:40 UK
1,409	51.60 pence	12:42 UK

1,524	51.60 pence	12:56 UK
984	51.60 pence	12:58 UK
4,350	51.60 pence	12:58 UK
1,534	51.60 pence	13:08 UK
2,816	51.60 pence	13:16 UK
1,458	51.60 pence	13:19 UK
2,892	51.60 pence	13:21 UK
585	51.60 pence	13:25 UK
1,410	51.60 pence	13:27 UK
553	51.60 pence	14:53 UK
1,437	51.60 pence	14:53 UK
365	51.60 pence	15:11 UK
3,226	51.60 pence	15:16 UK
1,124	51.60 pence	15:21 UK
252	51.60 pence	15:21 UK
6	51.60 pence	15:21 UK
1,656	51.60 pence	15:34 UK
1,409	51.60 pence	15:36 UK
577	51.60 pence	15:39 UK

For further information please contact:

Vertu Motors plc

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Zeus Capital Limited

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Notes to Editors

Vertu Motors is the fifth largest automotive retailer in the UK with a network of 155 sales outlets across the UK. Its dealerships operate predominantly under the Bristol Street Motors, Vertu and Macklin Motors brand names.

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. The Group currently operates 151 franchised sales outlets and 4 non-franchised sales operations from 116 locations across the UK.

Vertu's Mission Statement is to "deliver an outstanding customer motoring experience through honesty and trust".

Vertu Motors Group websites – investors.vertumotors.com / www.vertucareers.com

Vertu brand websites – www.vertumotors.com / www.bristolstreet.co.uk /
www.macklinmotors.co.uk / www.vertumotorcycles.com