

02 September 2021

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 01 September 2021, it purchased 200,175 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	01 September 2021
Number of ordinary shares purchased	200,175
Highest price paid per ordinary share	55.20 pence
Lowest price paid per ordinary share	54.60 pence
Volume weighted average price paid per ordinary share	55.0255 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 368,392,833 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:	01 September 2021

Aggregate information:

Aggregated Volume	Volume-weighted average price (pence)	Venue
200,175	55.0255	London Stock Exchange

Individual transactions:

3,081	55.00 pence	11:37 UK
6,149	55.00 pence	11:37 UK
1,919	55.00 pence	11:37 UK
2	55.00 pence	11:37 UK

4,000	55.00 pence	11:37 UK
998	55.00 pence	11:37 UK
545	55.00 pence	11:38 UK
2,000	55.00 pence	11:38 UK
5,781	55.00 pence	11:38 UK
2,455	55.00 pence	11:38 UK
9	55.00 pence	11:38 UK
5	55.00 pence	11:38 UK
1,664	55.00 pence	11:38 UK
1,669	55.00 pence	11:38 UK
3,322	55.00 pence	11:38 UK
2	55.00 pence	11:38 UK
4,669	55.00 pence	11:40 UK
9,316	55.00 pence	11:40 UK
329	55.00 pence	11:40 UK
19	55.00 pence	11:40 UK
5,029	55.00 pence	11:40 UK
4,981	55.00 pence	11:40 UK
9,984	55.00 pence	11:40 UK
5,000	55.00 pence	11:40 UK
4	55.00 pence	11:40 UK
4,357	55.00 pence	11:41 UK
1,027	55.00 pence	11:41 UK
639	55.00 pence	11:41 UK
5,000	55.00 pence	11:43 UK
5,000	55.00 pence	11:45 UK
5,000	55.00 pence	11:48 UK
1,045	55.00 pence	11:48 UK
5,000	55.00 pence	11:48 UK
6,000	54.60 pence	13:30 UK
3,723	54.60 pence	13:39 UK
5,465	55.20 pence	14:46 UK
19,535	55.20 pence	14:46 UK
20,000	55.20 pence	14:56 UK
5,175	55.00 pence	15:04 UK
353	55.00 pence	15:30 UK
4,924	55.00 pence	15:30 UK
10,000	55.00 pence	15:44 UK
10,000	55.00 pence	16:03 UK
1,607	55.00 pence	16:15 UK
5,489	55.00 pence	16:17 UK
7,904	55.00 pence	16:17 UK

For further information please contact:

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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