TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:

Vertu Motors plc

2 Reason for the notification (please tick the appropriate box or boxes):

| An acquisition or disposal of voting rights | $V$ |  |
| :--- | :--- | :--- |
| An acquisition or disposal of qualifying financial instruments which may result in the <br> acquisition of shares already issued to which voting rights are attached |  |  |
| An acquisition or disposal of instruments with similar economic effect to qualifying <br> financial instruments |  |  |
| An event changing the breakdown of voting rights |  |  |
| Other (please specify): | Aviva plc \& its subsidiaries |  |
| 3. Full name of person(s) subject to the <br> notification obligation: |  |  |

## 7. Threshold(s) that is/are crossed or

 reached: ${ }^{\text {vi, vii }}$
## 8. Notified details:

A: Voting rights attached to shares viii, ix


## B: Qualifying Financial Instruments

Resulting situation after the triggering transaction

| Type of financial <br> instrument | Expiration <br> date ${ }^{\text {xii }}$ | Exercise/ <br> Conversion Period | Number of voting <br> rights that may be <br> acquired if the <br> instrument is <br> exercised/converted. | \% of voting <br> rights |
| :--- | :--- | :--- | :--- | :--- |
|  |  |  |  |  |

## C: Financial Instruments with similar economic effect to Qualifying Financial Instruments xv, xvi

Resulting situation after the triggering transaction

| Type of financial instrument | Exercise price | Expiration date ${ }^{\text {xvii }}$ | Exercise/ Conversion period ${ }^{\text {xviii }}$ | Number of voting rights instrument refers to | $\underset{\mathrm{xx}}{\text { \% of voting rights }}{ }^{\mathrm{xIX},}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | Nominal | Delta |

Total ( $\mathrm{A}+\mathrm{B}+\mathrm{C}$ )

| Number of voting rights | Percentage of voting rights |
| :--- | :--- |
| $13,319,599$ | $6.66 \%$ |

## 9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: ${ }^{\text {xi }}$

The voting rights are managed and controlled by Aviva Investors Global Services Limited, with the following chain of controlled undertakings:-

Aviva Investors Global Services Limited:

- Aviva plc (Parent Company)
- Aviva Group Holdings Limited (wholly owned subsidiary of Aviva plc)
- Aviva Investors Holdings Limited (wholly owned subsidiary of Aviva Group Holdings Limited)
- Aviva Investors Global Services Limited (wholly owned subsidiary of Aviva Investors Holdings Limited)

| Proxy Voting: |  |
| :--- | :--- |
| 10. Name of the proxy holder: | See Section 4 |
| 11. Number of voting rights proxy holder will cease <br> to hold: |  |
| 12. Date on which proxy holder will cease to hold <br> voting rights: |  |
| 13. Additional information: | Figures are based on a total number of voting rights <br> of 200,075,904 as per the Company's Total Voting <br> Rights Announcement of 06 December 2012. |
| 14. Contact name: | Neil Whittaker, Aviva plc |
| 15. Contact telephone number: | 01603684220 |

