TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES

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

2 Reason for the notification (please tick the appropriate box or boxes):				
An acquisition or disposal of voting rights	YES			
The document of disposal of following high no				
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached				
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments				
An event changing the breakdown of voting rights				
Other (please specify):				

3. Full name of person(s) subject to the notification obligation:	AXA S.A., 25 Avenue Matignon, 75008 Paris and its group of companies
4. Full name of shareholder(s) (if different from 3.):	
5. Date of the transaction and date on which the threshold is crossed or reached:	18/06/09
6. Date on which issuer notified:	19/06/09
7. Threshold(s) that is/are crossed or reached:	5%

8. Notified deta A: Voting rights		to shares					
Class/type of shares	Situation p to the trigg transactio	gering	Resulting situation after the triggering transaction				action
if possible using the ISIN CODE	Number of	Number of	Number of shares	Number of voting rights		% of voting rights	
	Shares Voting Rights	Direct	Direct	Indirect	Direct	Indirect	
B1GK4645	5,269,766	5,269,766	6,100	6,100	5,263,666	0.00	2.68

B: Qualifying Fina	ncial Instrum	ents		
Resulting situation	after the trig	gering transacti	on	
Type of financial instrument	Expiration date	Exercise/ Conversion Period	Number of voting rights that may be acquired if the instrument is exercised/	% of voting rights

				converted.			
ruments wi	th similar e	conomic	effec	et to			
on after the	e triggering	transaction	on				
		1					
	se Expiration date Conversion period rights instrument refers to		voting rights instrument	% of votin	rights		
					Nominal	Delta	
Number of voting rights 5,269,766					rights		
			2.68	%			
					and/or the		
/ Fund		f Shares	% of issued share capital				
	6,100			0.00311			
	5,263,666	;		2.68141			
Total Direc	t 6,100		0.00311				
TOTAL	_ 5,269,76	6		2.68452			
proxy holde	er:						
oting rights	proxy holo	der will					
h proxy ho s:	lder will ce	ase to					
formation:							
14. Contact name:				Kyere Tabiri			
15. Contact telephone number:							
	rights rolled undenents are efformation: cotal Indirectoral Indirect	Exercise price Expiration date rights colled undertakings the ents are effectively he followed by Fund Sumber of 6,100 Total Direct 6,100 Total Indirect 5,263,666 TOTAL 5,269,76 proxy holder: ch proxy holder will ce services:	cial Instruments on after the triggering transaction Exercise price Expiration date Conversion period rights colled undertakings through white the sare effectively held, if apply / Fund Number of Shares 6,100 5,263,666 Total Direct 6,100 cotal Indirect 5,263,666 TOTAL 5,269,766 proxy holder: coting rights proxy holder will cease to see the same period transaction.	cial Instruments on after the triggering transaction Exercise price Expiration date Conversion period rights Per 2.68 rolled undertakings through which thents are effectively held, if applicable / Fund Number of Shares 6,100 5,263,666 Total Direct 6,100 Total Indirect 5,263,666 TOTAL 5,269,766 proxy holder: pting rights proxy holder will th proxy holder will cease to is:	ruments with similar economic effect to cial Instruments on after the triggering transaction Exercise Expiration Exercise/ Conversion period Percentage of voting rights instrument refers to Percentage of voting 2.68% Folled undertakings through which the voting rights are effectively held, if applicable: Fund Number of Shares % of issue 6,100 0.00311 5,263,666 2.68141 Total Direct 6,100 0.00311 Total Indirect 5,263,666 2.68141 TOTAL 5,269,766 2.68452 Proxy holder: Deting rights proxy holder will Proxy holder Proxy holder	ruments with similar economic effect to cial Instruments on after the triggering transaction Exercise Expiration Exercise/ Conversion period Percentage of voting rights instrument refers to Nominal	