

15 February 2022

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 14 February 2022, it purchased 184,000 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 05 November 2021 as follows:

Date of purchase	14 February 2022
Number of ordinary shares purchased	184,000
Highest price paid per ordinary share	64.20 pence
Lowest price paid per ordinary share	62.40 pence
Volume weighted average price paid per ordinary share	63.5415 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 359,422,972 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.

Following this purchase the Buyback Programme of the Company is now complete. Pursuant to the Group's capital allocation strategy, the Board will consider the allocation of funds to a further buyback in due course.

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:	14 February 2022

Aggregate information:

Aggregated Volume	Volume-weighted average price (pence)	Venue
184,000	63.5415	London Stock Exchange

Individual transactions:-

10,502	62.40 pence	11:46 UK
110	62.40 pence	11:46 UK
5,000	62.40 pence	11:46 UK
3,854	62.40 pence	11:46 UK
5,232	62.40 pence	11:46 UK

5,370	62.40 pence	11:50 UK
4,918	62.40 pence	12:02 UK
9,538	62.40 pence	12:16 UK
10,140	62.40 pence	12:17 UK
4,316	62.40 pence	12:17 UK
42	64.00 pence	12:47 UK
4,805	64.00 pence	12:47 UK
1,799	64.00 pence	12:47 UK
1,799	64.00 pence	12:47 UK
7,810	64.00 pence	12:47 UK
8,765	64.00 pence	12:47 UK
32,809	64.20 pence	14:43 UK
17,191	64.20 pence	14:43 UK
3,895	64.00 pence	15:29 UK
3,895	64.00 pence	15:30 UK
3,895	64.00 pence	15:33 UK
4,059	64.00 pence	15:33 UK
1,122	64.00 pence	15:33 UK
5,181	64.00 pence	15:33 UK
5,302	64.00 pence	15:33 UK
2,937	64.00 pence	15:33 UK
2,561	64.00 pence	15:33 UK
2,027	64.00 pence	15:33 UK
483	64.00 pence	15:33 UK
14,643	64.00 pence	15:33 UK

For further information please contact:

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Notes to Editors

Vertu Motors is the fifth largest automotive retailer in the UK with a network of 159 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 155 franchised sales outlets and 4 non-franchised sales operations from 120 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