

10 September 2021

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 09 September 2021, it purchased 285,429 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	09 September 2021
Number of ordinary shares purchased	285,429
Highest price paid per ordinary share	54.40 pence
Lowest price paid per ordinary share	53.80 pence
Volume weighted average price paid per ordinary share	54.0589 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 367,486,055 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:	09 September 2021

Aggregate information:

Aggregated Volume	Volume-weighted average price (pence)	Venue
285,429	54.0589	London Stock Exchange

Individual transactions:

3,754	54.00 pence	09:04 UK
9,378	54.00 pence	09:04 UK
3,754	54.00 pence	09:04 UK
8,543	54.00 pence	09:04 UK
5,000	53.80 pence	09:40 UK

2,002	54.00 pence	10:05 UK
1,140	54.00 pence	10:17 UK
2,998	54.00 pence	10:17 UK
1,714	54.00 pence	11:46 UK
3,286	54.00 pence	12:00 UK
2,262	54.00 pence	12:00 UK
2,738	54.00 pence	12:36 UK
3,860	54.00 pence	12:39 UK
5,000	54.00 pence	12:39 UK
12,575	53.80 pence	12:39 UK
5,665	53.80 pence	13:38 UK
1,137	53.80 pence	14:00 UK
150,000	54.00 pence	14:01 UK
1,089	53.80 pence	15:15 UK
31	53.80 pence	15:16 UK
5,832	54.20 pence	15:38 UK
50,000	54.40 pence	15:38 UK
3,671	54.20 pence	15:51 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 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