

27 October 2021

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 26 October 2021, it purchased 438,908 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	26 October 2021
Number of ordinary shares purchased	438,908
Highest price paid per ordinary share	61.60 pence
Lowest price paid per ordinary share	61.20 pence
Volume weighted average price paid per ordinary share	61.2810 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 365,394,940 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:	26 October 2021

Aggregate information:

Aggregated Volume	Volume-weighted average price (pence)	Venue
438,908	61.281	London Stock Exchange

Individual Transactions:

15,000	61.60 pence	11:43 UK
7,377	61.60 pence	11:43 UK
7,623	61.60 pence	12:26 UK
4,877	61.60 pence	12:26 UK
15,000	61.60 pence	12:26 UK

4,046	61.60 pence	13:36 UK
5,331	61.60 pence	13:40 UK
5,161	61.60 pence	13:43 UK
462	61.60 pence	13:43 UK
149	61.60 pence	13:43 UK
9,974	61.60 pence	13:43 UK
462	61.60 pence	13:43 UK
4,415	61.60 pence	14:17 UK
9,031	61.60 pence	14:17 UK
15,700	61.20 pence	14:19 UK
5,743	61.20 pence	14:36 UK
9,957	61.20 pence	14:36 UK
15,700	61.20 pence	14:36 UK
14,445	61.20 pence	14:36 UK
1,255	61.20 pence	14:36 UK
234	61.20 pence	14:36 UK
13,675	61.20 pence	14:45 UK
1,791	61.20 pence	14:45 UK
5,451	61.20 pence	14:53 UK
10,249	61.20 pence	15:27 UK
15,700	61.20 pence	15:27 UK
15,000	61.20 pence	15:34 UK
700	61.20 pence	15:34 UK
15,700	61.20 pence	15:36 UK
27,800	61.20 pence	15:36 UK
8,700	61.20 pence	15:37 UK
27,800	61.20 pence	15:37 UK
27,800	61.20 pence	15:37 UK
27,800	61.20 pence	15:37 UK
27,800	61.20 pence	15:37 UK
20,500	61.20 pence	15:40 UK
2,307	61.20 pence	15:52 UK
4,993	61.20 pence	15:55 UK
562	61.20 pence	15:55 UK
1,651	61.20 pence	15:55 UK
2,415	61.20 pence	16:03 UK
23,172	61.20 pence	16:06 UK
5,400	61.20 pence	16:06 UK

For further information please contact:

Vertu Motors plc

Robert Forrester, CEO
Karen Anderson, CFO

Tel: 0191 491 2111

Tel: 0191 491 2112

Zeus Capital Limited

Jamie Peel
Andrew Jones
Dominic King

Tel: 020 3829 5000

Camarco

Billy Clegg
Tom Huddart

Tel: 020 3757 4983

Notes to Editors

Vertu Motors is the fifth largest automotive retailer in the UK with a network of 154 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 150 franchised sales outlets and 4 non-franchised sales operations from 118 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