

17 October 2014

Vertu Motors plc (“Vertu” or the “Group”)

Issue of equity and Total Voting Rights

Vertu has applied to the London Stock Exchange for 4,400 new ordinary shares of 10 pence each (the “New Ordinary Shares”) to be admitted to trading on AIM (“Admission”) following the exercise of share options by certain employees under the Group’s 2007 discretionary share option plan.

It is expected that Admission will become effective on 22 October 2014. The New Ordinary Shares will, following allotment, rank pari passu in all respects with the existing issued ordinary shares of 10 pence each in the share capital of Vertu.

Following Admission, Vertu’s issued share capital will be 340,334,532 ordinary shares of 10 pence each. The Company does not hold any ordinary shares in treasury. Therefore the total number of voting rights in the Company will be 340,334,532. Shareholders may use this figure 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, the share capital of the Company pursuant to the AIM Rules for Companies.

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