

Analyst and Investor Presentation Year End Results

Year ended 28 February 2022





Highlights – Robert Forrester CEO

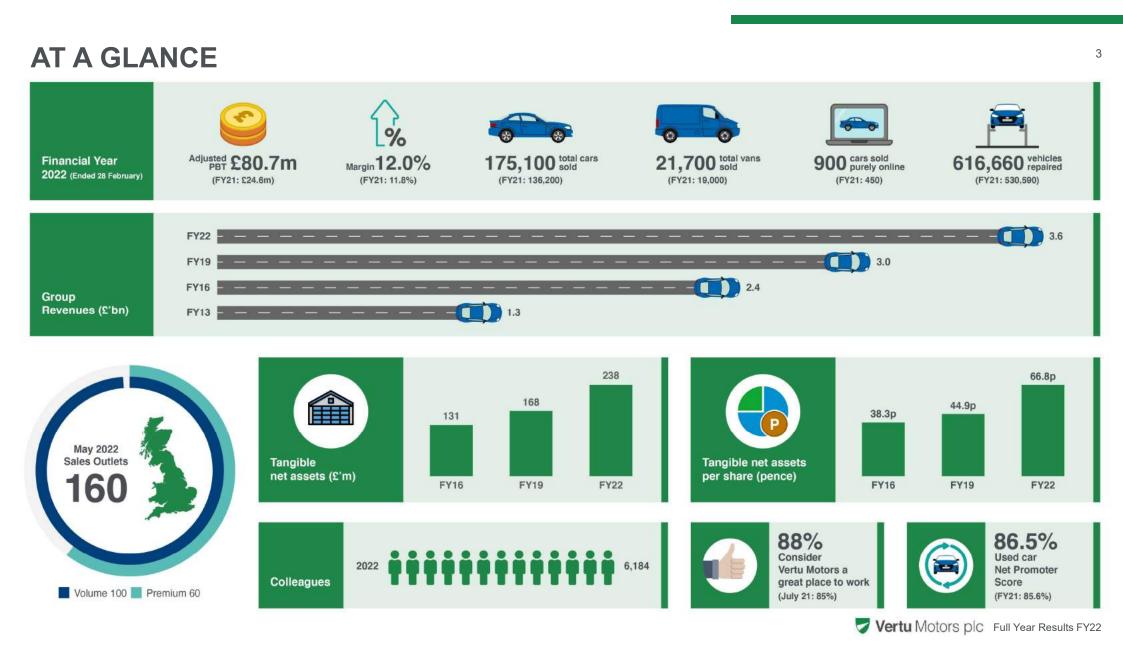


Financial Results – Karen Anderson CFO



Strategic Update and Outlook – Robert Forrester CEO





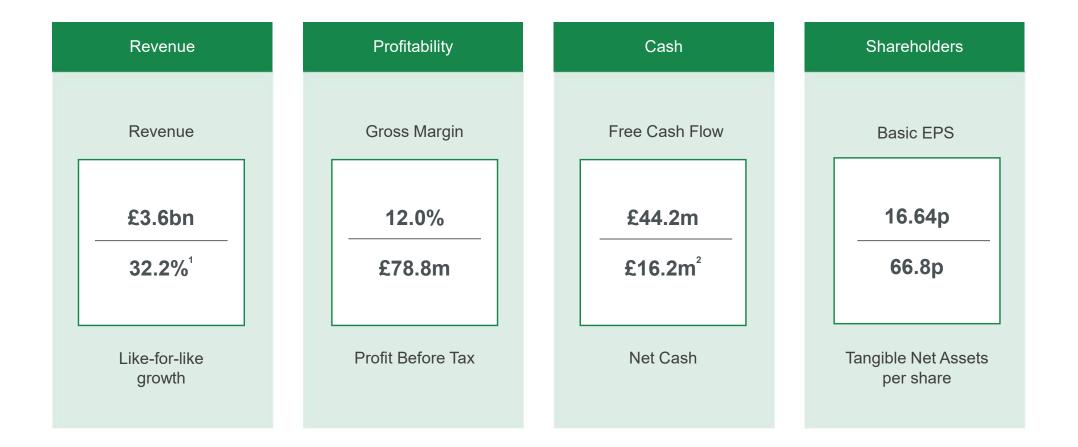
FY22 HIGHLIGHTS – TAILWINDS WITH DELIVERY OF OPERATIONAL EXCELLENCE

Technological Innovation	Portfolio Management	Capital Allocation Discipline	Colleague Focus
Click O Drive			
Sales tech platform best in class and utilised in TV campaign to promote omni- channel capability Expansion of Sales Customer Experience Centre including 'concierge' service to increase online sales and conversion Data driven decision making such as used vehicle purchase valuations Launch of "Sell My Car" functionality on web Customer data platform developed to enhance marketing effectiveness	Development of strong consumer brands with Bristol Street Motors in Top 3 franchised sector brands in UK, Top brand (including disruptors) in England & Wales 160 sales outlets 10 further multi-franchise outlets added Significant Toyota expansion secured Surplus property disposal generating £1.4m of cash proceeds Considerable firepower available (£90m) with growth opportunities visible	 Net Cash £16.2m, net of used car stocking loans Used car stocking loans represent just 8% of inventory held Positive Free Cash Flow generation of £44.2m Post year-end £7m purchase of long leasehold and freehold property underlying six outlets in Derby Annual Dividend of 1.70p per share buy-back programme 	 88% of colleagues consider the Group a great place to work Enhanced colleague benefits Review of colleague reward packages actioned to aid recruitment and retention Strategic partnership with Dale Carnegie Institute to increase training for all colleagues Workplace engagement strategy

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Financial Results Karen Anderson CFO





¹ Like-for-like comparison is based on FY22 vs FY21

² Includes used vehicle stocking loans

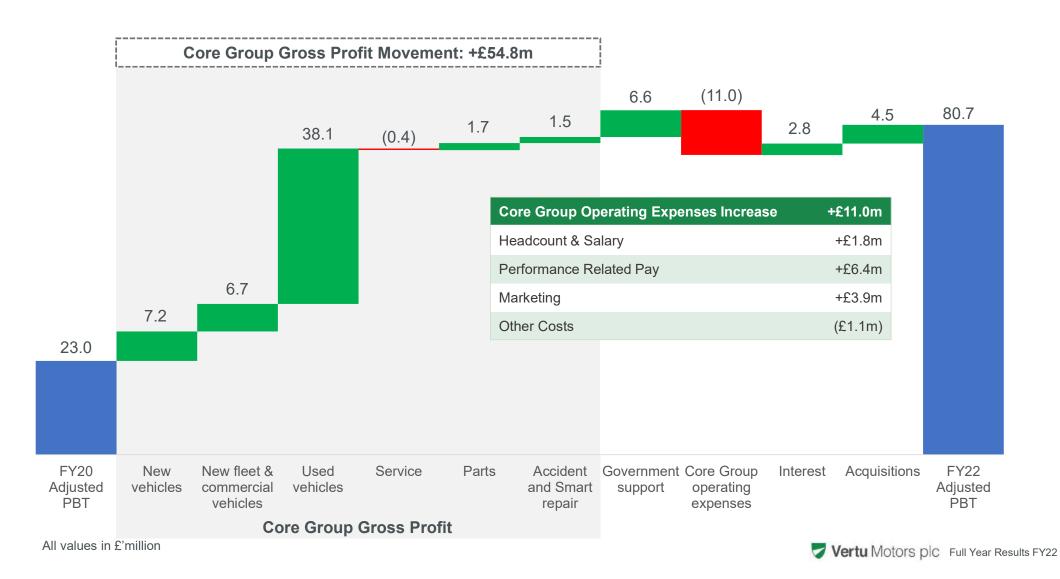


INCOME STATEMENT

	Year Ended 28 February			
£'m (unless otherwise stated)	2022	2021	2020	2022 v 2020 % Change
Revenue	3,615.1	2,547.7	3,064.5	+18.0%
Gross profit	435.4	301.0	334.1	+30.3%
Gross margin %	12.0%	11.8%	10.9%	+1.1%
Government support (rates and CJRS)	6.6	36.5	-	-
Operating expenses	(354.3)	(303.7)	(301.9)	+17.4%
Adjusted ¹ operating profit	87.7	33.8	32.2	+172.4%
Net finance charges (incl. IFRS 16 charges of £3.6m)	(7.0)	(9.2)	(9.2)	(23.9%)
Adjusted ¹ profit before tax	80.7	24.6	23.0	+250.9%
Non-underlying items	(1.9)	(2.2)	(15.7)	(87.9%)
Profit before tax	78.8	22.4	7.3	+979.5%
Underlying effective tax rate %	19.9%	21.3%	19.7%	
Adjusted ¹ Basic EPS (pence)	17.92p	5.27p	4.99p	
Dividend per share (pence)	1.70p	-	0.60p	
Gross Margin: Strong pricing disciplines in constrained supply environment augmented margins	Ses: Growth from or-like increase due to bay, investment in marketing		Charges: R edungs and borrowing	

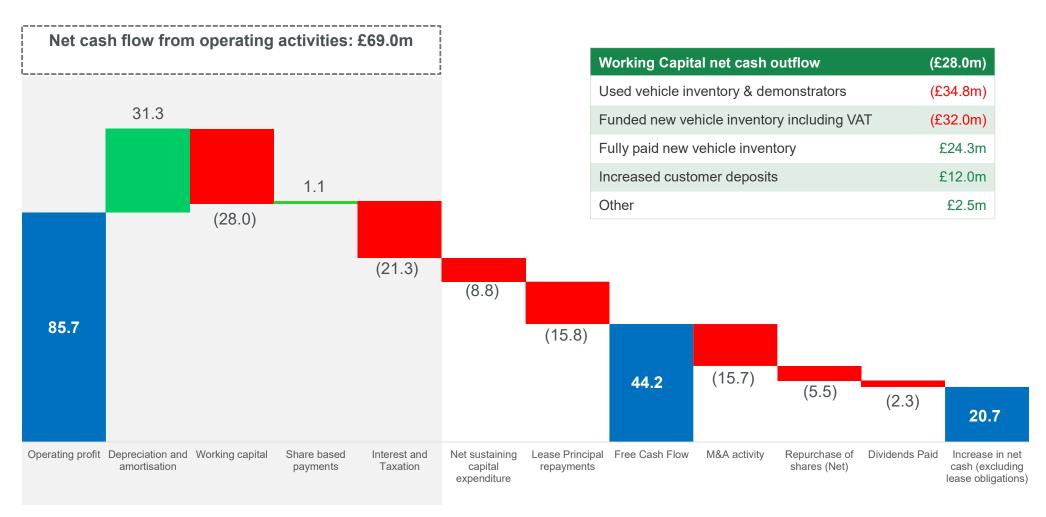
¹ Excluding non underlying items (share based payments impairment charges and amortisation of intangibles)

PROFIT BRIDGE – FY22 V PRE-PANDEMIC FY20



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STRONG FREE CASH FLOW



All values in £'million

CAPITAL ALLOCATION DISCIPLINE



Tangible net assets per share 66.8p Significant firepower of £90m¹ Net Cash position of £16.2m at 28 February 2022 (net of £11.6m used vehicle stocking loan utilisation)

Investment in growth		Return to Shareholders		
Acquisitions and Growth	Reinvest in Operations	Dividends	Share Buyback	
 13 outlets added in FY22 (3 acquired & 10 multi-franchise additions) Fully integrated with Group systems and processes Returns in excess of original expectations Substantial increase in scale planned with Toyota 	 £16.6m Capital expenditure invested in FY22, £6.2m of which invested in multi-franchise strategy. Property purchase of 6 outlets in Derby acquired in April 2022 for £7m Investment in digitalisation: marketing and in-house development teams Brand marketing investment 	 Final dividend of 1.05p recommended Full year 1.70p per share Dividend cover on EPS of 3-4 times targeted, higher cover achieved in FY22 due to exceptional trading performance delivered Cash cost £6.0m 	 9.8m shares (2.5% of share capital) repurchased in FY22 for £6.0m 1.8m shares repurchased in FY23 to date Programme to continue given Board's assessment of Intrinsic Value 	

¹ based on net cash at 28 February 2022, normalised EBITDA and conservative debt multiples

Vertu Motors plc Full Year Results FY22

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BALANCE SHEET

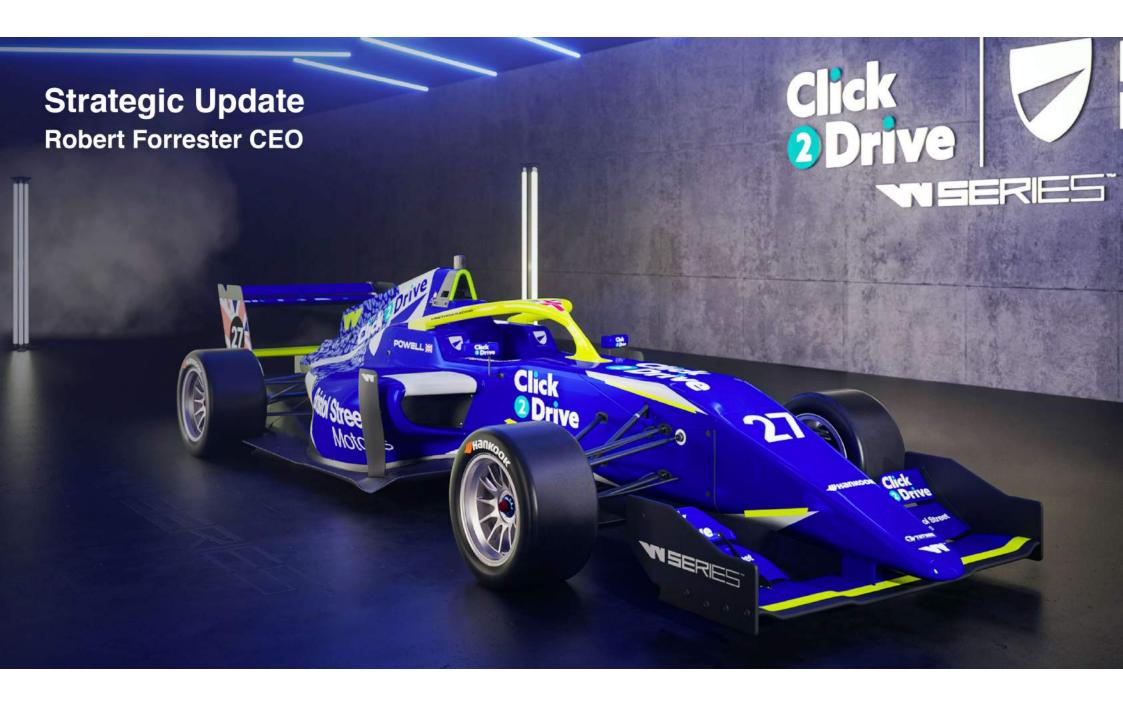
	28 Feb 2022 £'m	28 Feb 2021 £'m
Intangible assets	105.2	101.1
Retirement benefit asset	9.1	6.2
Right of use assets	78.3	81.2
Tangible assets	254.1	246.7
Non-current assets	446.7	435.2
Current assets	526.9	656.8
Property assets held for sale	-	1.4
Cash and cash equivalents	83.8	67.8
Total assets	1,057.4	1,161.2
Current liabilities	(544.6)	(703.0)
Non-current liabilities	(24.5)	(18.8)
Lease liabilities	(88.8)	(91.1)
Borrowings	(67.6)	(72.4)
Net assets	331.9	275.9
Tangible net assets	237.5	181.6
Tangible net assets per share (pence)	66.8p	50.2p

Current Assets: Decline of inventory due to reduced supply of new vehicles

Vehicle Inventory

	28 Feb 2022 £'m	28 Feb 2021 £'m	Variance £'m
New Vehicles	274.9	438.0	(163.1)
Demonstrators	30.9	26.0	4.9
Used Vehicles	155.0	121.2	33.8
	460.8	585.2	(124.4)

Like-for-like Used Retail Vehicle Inventory	Vehicle inventory (units L4L)	Units (+/- %) v FY21	Price per unit (+/- %) v FY21	Stock Days +/- v FY21
	7,117	(12.8%)	+43.8%	(9)



CONSISTENT GROUP STRATEGY

Mission & Values

To aim for every dealership to be the best retailer in their respective town or city

To deliver an outstanding customer motoring experience through honesty and trust

Vertu Motors to be the most admired and respected dealer group in the automotive industry

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PASSION | RESPECT | PROFESSIONALISM | INTEGRITY | RECOGNITION | OPPORTUNITY | COMMITMENT

Growth	Digitalisation - Cohesive 'bricks and clicks' strategy	Colleague & Customer focus	Ancillary businesses
To grow as a major scaled franchised dealership group and to develop our portfolio of Manufacturer partners, whilst being mindful of industry development trends, to maximise returns	 Omni-channel development leveraging 'Click2Drive' technology and sub-brand Digitalise aftersales process Reduce cost base, deliver efficiency through use of systems Utilise data driven decision making to enhance returns 	To develop and motivate the Group's colleagues to ensure consistency of operational excellence and delivery to customers across the business	To develop ancillary businesses to add revenue and returns which complement the core business
Work with our Manufa partners to provide increasingly sustainat choices for customers	ble Reduce the el		re for our colleagues and oport our communities

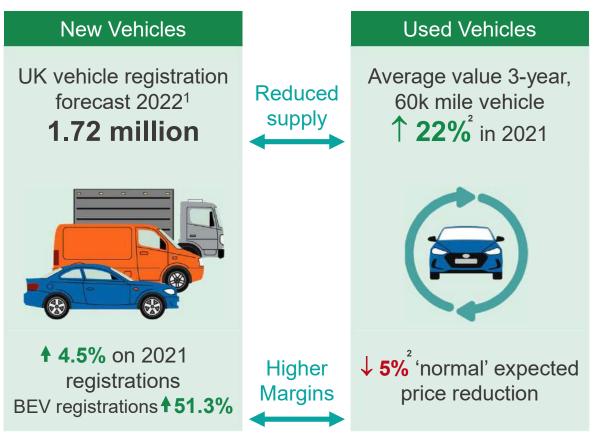


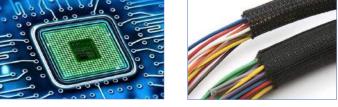
Strategic Goals

Sustainability Goals

VEHICLE SALES: MARKET TRENDS

UK Market





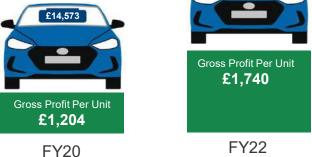
¹ Source SMMT ² Source CAPHPI Trade values

VEHICLE SALES

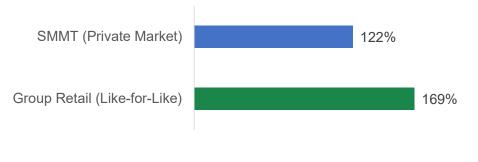
Like-for-Like Vehicle Volumes

	FY2022 Units	FY2020 Units	Group Like- for-like % Change	UK % Change (SMMT) ¹	Group Like- for-like v SMMT %
Retail	27,081	31,696	(14.6)	(17.1)	2.5
Motability	7,261	9,235	(21.4)	(24.5)	3.1
Fleet & Agency	15,518	21,548	(28.0)	(34.0)	6.0
Commercial Vans	17,201	17,546	(2.0)	(5.2)	3.2
Total New Vehicles	67,061	80,025	(16.2)	(23.4)	7.2
Used Vehicles - Retail	77,126	83,025	(7.1)		
Used Vehicles - Trade	24,979	33,953	(26.4)		
Total Vehicles Sold	169,166	197,003	(14.1)		

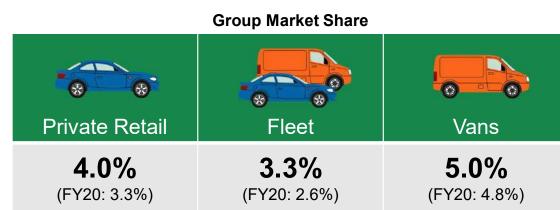
Group Used Car Sales



Growth in Sales of Battery Electric Vehicles (BEV) (FY22 v FY21)



¹ Source SMMT ² Total Group



AGENCY INTRODUCTION



Current Status

- Some Manufacturers implementing or considering move from Block Exemption Franchise model for new vehicle sales to agency models
- Consultation underway and with some firm implementation
 - Cupra BEVs 2022
 - Mercedes Car Jan 2023
 - Stellantis ongoing consultation
- Not every Manufacturer will go down this route
- Dealerships remain at centre of selling process and fulfilment of new cars plus traditional model for service and used cars
- Follows significant use of agency in fleet supply and parts distribution



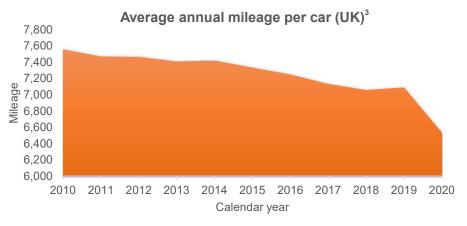
Impact

- Reduction in turnover and cost of sales
- Margin enhancement of handling fee
- Reduced operating expenses
- Release of working capital
- Lower commercial risk level

AFTERSALES: MARKET TRENDS AND SERVICE PERFORMANCE

UK Market

UK licenced cars by year of registration						
Millions	2018 ¹	2021 ²	% Change			
0-3 years	7.0	5.2	(25.7%)			
4-6 years	4.2	4.4	4.8%			
6 years +	20.3	21.1	3.9%			
Total	31.5	30.7	(2.5%)			



Group Service revenue mix – Core Group

	FY2022 £'m	FY2020 £'m	%Change
Retail	62.8	59.9	4.8
Internal	27.7	28.0	(1.1)
Warranty	15.3	18.8	(18.6)
Total Labour Sales	105.8	106.7	(0.8)
Other revenues	25.2	24.3	3.7
Total revenues	131.0	131.0	0.0

Digital Conquest Strategy	Average age of vehicle serviced	Average invoice value	Customer retention
FY22: Over 26,000 bookings +143% (FY21: 10,700)	FY22: 4.61 years (FY21: 4.30 years)	FY22 Like-for- Like: £269 +4.3% (FY21: £258)	Over 160,000 live service plans

¹ Source Gov.UK

² Estimate based on SMMT 2021 registration data and parc data from Gov.UK

³ Source: bymiles.co.uk

AFTERSALES: INBUILT RESILIENCE GENERATING 38% OF GROUP GROSS PROFIT

Like-for-like FY22 v FY20	Service	Parts	Accident Smart Repair	Total
Revenue ¹ (£'m)	131.0	149.2	22.5	302.7
Revenue ¹ Change %	0.0%	0.5%	21.2%	1.6%
Gross profit change (£'m)	(0.4)	1.7	1.4	2.7
Gross Margin ² %	76.7%	22.5%	37.8%	47.1%
Gross Margin ² % change	(0.3%)	1.0%	(0.6%)	0.2%
Accident & Smart Repa	National footprin with dedicated management	nt	88 Smart repair vans	Over 1,000 Smart and wheel repairs per day
Parts	New centralised inbound parts enquiry hub delivered £2.9m revenue in FY22		Margin Sugmentation	AceParts generates a sale per minute 24 hours a day

¹ Includes internal and external revenue

² Margin in aftersales expressed on internal and external revenue

DIGITALISATION PROGRESS

Click 2 Drive

Online Reservation of Vehicle	Concierge Service	Ecommerce Used Vehicle Sales	Aftersales
60% conversion from £99 reservation fees taken to sale	New centralised team launched mid October 2021	Approximately 900 vehicles sold purely online	Over 73,000 online service bookings
Over 4,300 reserved vehicles delivered	7-day operation Customers assisted through to order in dealership or online	Sales in channel doubled year on year	Digital conquest strategy, over 28,000 bookings of largely older vehicles
Up over 110% on FY21	400 vehicles since launch Strong customer satisfaction 90% recommendation rate		Further significant digitalisation developments in progress
	Enhanced conversion into online and other channels		
50 in-house developers	Infrastructure moved to AWS cloud	Chief Technology Officer appointed April 2022	Customer Data Platform (CDP) development and cloud based telephony

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BRAND STRENGTH – EFFECTIVE MARKETING AND PARTNERSHIPS



TV Campaign: Always at the heart of it



Channel 4 F1 Highlights indents

W Series: Click2Drive Bristol Street Motors branded team with Channel 4 coverage

 Prompted UK Brand Awareness

 Image: Constant of the second secon

TV Campaign: It's all in the detail



Vertu Motors Fans Player of the Month

Yorkshire, Durham, Nottinghamshire CCC

COLLEAGUE ENGAGEMENT AND DEVELOPMENT



Engagement and Retention



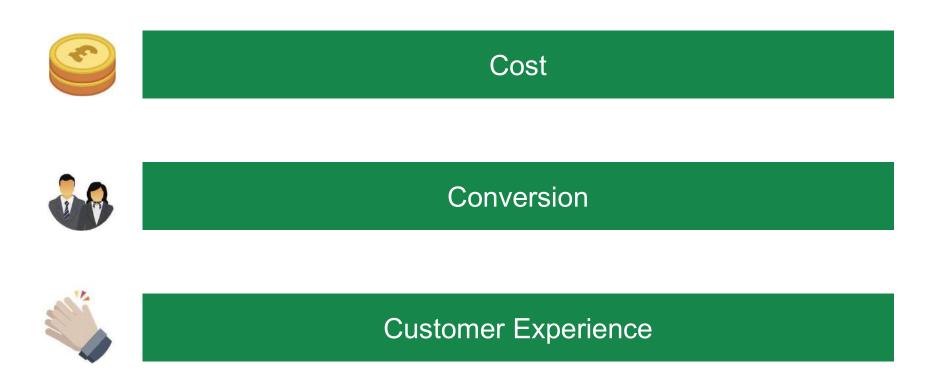
Training and Development

- UK labour shortages persist, currently approx. 500 Group vacancies
- Full review and implementation of revised colleague pay levels completed
- Enhanced maternity pay and holidays
- New sales roles being introduced with higher basics, reduced commission and fixed retail sector-style shifts
- Launched consistent colleague forums
- Access to Non-Executive Director for colleague engagement (Pauline Best)

- Pace of sector change drives need for enhanced training and skills development
- Over 200 apprentices to be employed in 2022
- New in-house developed Apprentice programme for service advisors targets over 112 additional apprentices, 51 recruited to date
- Expanded development programmes facilitate progression to management roles
- Dale Carnegie Institute partnership to provide personal development training to all colleagues and enhanced line manager development programmes

Current Trading and Outlook Robert Forrester CEO

CURRENT BUSINESS PRIORITIES





CURRENT TRADING

March & April Performance	Total	Like-for-like	Like-for-like variance ³	SMMT
(2022 v 2021)	% Var	% Var	to market	% Var
Group Revenues	5.1%	4.3%		
Service Revenues ¹	5.8%	5.0%		
Volumes				
Used Retail Vehicles	(12.9%)	(13.2%)	-	
New Retail Vehicles	9.3%	7.4%	0.3%	7.1%
Motability Vehicles	(17.4%)	(17.2%)	9.8%	(27.0%)
New Fleet Cars ²	(22.0%)	(24.5%)	9.5%	(34.0%)
New Commercial Vehicles	(17.4%)	(20.0%)	8.1%	(28.1%)

• Trading in March & April level with prior year (which was aided by pent-up demand and rates support)

- Vehicle volumes constrained with margins remaining strong
- Cost pressures evident

¹ Service revenues include internal and external revenues

² Includes agency volumes

³ Represents Group like-for-like movement versus SMMT

OUTLOOK



Near-term outlook

- Impact of vehicle supply constraints likely to continue
- Cost of living pressure may impact consumer confidence and demand
- Cost pressures on Group remain
- Priorities of Cost, Conversion, Customer experience



Strategic focus

- Focus on operational execution and delivery of strategy:
 - Growth
 - Digitisation
 - Colleague and customer focus
 - Ancillary businesses
- Stable senior management team augmented with recent CTO appointment
- Strong operational delivery and Manufacturer relationships will provide opportunities in time of significant remodelling
- Maximising transitions: agency and electrification
- Strong balance sheet with net cash provides significant resilience and firepower for growth

DEFINITIONS OF KEY TERMINOLOGY

Core:

Comparison against FY2020

Dealerships that have traded for the full period of March to February 2020 and March to February 2022

Comparison against FY2021

Dealerships that have traded for the full period of March to February 2021 and March to February 2022

Like-for-like:

Dealerships that have comparable trading periods in two consecutive financial years, only the comparable period is measured as "like-for-like"

H2 FY2022:

The six month period ended 28 February 2022

H2 FY2021:

The six month period ended 28 February 2021

H2 FY2020:

The six month period ended 29 February 2020

FY2022:

The twelve month period ended 28 February 2022

FY2021:

The twelve month period ended 28 February 2021

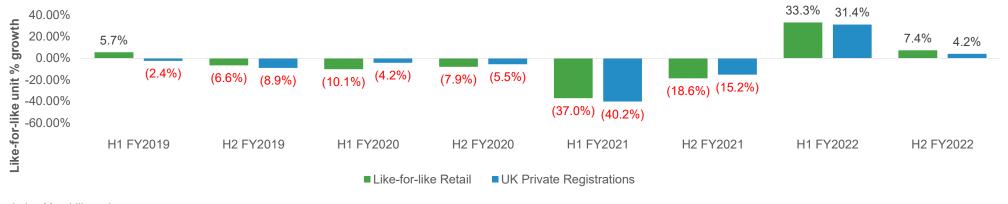
FY2020:

The twelve month period ended 29 February 2020

NEW RETAIL VEHICLE TRENDS

	H1 FY2019	H2 FY2019	H1 FY2020	H2 FY2020	H1 FY2021	H2 FY2021	H1 FY2022	H2 FY2022
Selling price per unit ^[1] (£)	16,829	17,864	18,355	18,726	19,789	19,980	21,423	22,539
Gross profit per unit $^{[1]}(\pounds)$	1,365	1,447	1,418	1,524	1,436	1,714	1,688	2,205
Margin (Group) ^[1]	7.4%	7.4%	7.1%	7.4%	6.7%	7.9%	7.3%	9.5%
Margin (Core Group) ^[1]	7.4%	7.5%	7.2%	7.4%	6.7%	8.0%	7.4%	9.6%
Like-for-like unit (Retail) growth/(decline)	5.7%	(6.6%)	(10.1%)	(7.9%)	(37.0%)	(18.6%)	33.3%	7.4%
UK private registrations ^[2] growth/(decline)	(2.4%)	(8.9%)	(4.2%)	(5.5%)	(40.2%)	(15.2%)	31.4%	4.2%

Like-for-like new retail unit growth/(decline) versus UK market



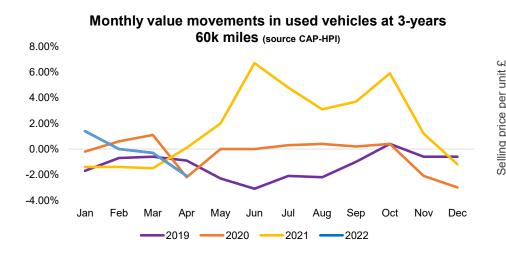
^[1] Includes Motability sales ^[2] Source SMMT

FLEET AND COMMERCIAL VEHICLE TRENDS

	H1 FY2019	H2 FY2019	H1 FY2020	H2 FY2020	H1 FY2021	H2 FY2021	H1 FY2022	H2 FY2022
Selling price per unit (£)	19,901	20,544	20,662	20,518	21,494	23,494	23,850	24,874
Gross profit per unit (£)	528	695	603	683	679	834	878	1,046
Margin (Group)	2.8%	3.5%	3.4%	4.0%	3.8%	4.1%	4.2%	4.8%
Like-for-like unit growth/(decline) (Fleet)	(12.4%)	(28.5%)	4.6%	18.2%	(50.2%)	(33.4%)	63.0%	(6.8%)
UK car fleet registrations ^[1] growth/(decline)	(5.2%)	(10.2%)	(1.3%)	3.8%	(50.6%)	(15.8%)	48.0%	(32.0%)
Like-for-like unit growth/(decline) (Vans)	8.1%	(1.9%)	2.0%	(10.5%)	(38.8%)	26.1%	58.5%	(19.2%)
UK van commercial registrations ^[1] growth/(decline)	(2.7%)	1.2%	12.4%	(8.9%)	(43.3%)	12.6%	64.4%	(13.8%)

USED VEHICLE TRENDS

	H1 FY2019	H2 FY2019	H1 FY2020	H2 FY2020	H1 FY2021	H2 FY2021	H1 FY2022	H2 FY2022
Selling price per unit (£)	14,069	14,797	14,517	14,637	15,141	15,454	16,194	19,951
Gross profit per unit (£)	1,233	1,182	1,172	1,244	1,386	1,458	1,657	1,844
Margin (Group)	8.8%	8.0%	8.1%	8.5%	9.2%	9.4%	10.2%	9.2%
Margin (Core Group)	8.8%	8.2%	8.3%	8.8%	9.3%	9.7%	10.4%	9.5%
Like-for-like unit growth/(decline)	5.8%	4.6%	1.6%	(2.0%)	(36.3%)	(15.6%)	58.7%	3.8%



Like-for-like movement in used units and Group selling price per unit



AFTERSALES TRENDS

FY22 vs FY20 Core Group	Service	Parts and Accident Repair	Total
	£'000	£'000	£'000
Revenue ^[1]	130,982	171,639	302,621
Revenue ^[1] change	(39)	4,710	4,671
Like-for-like revenue ^[1] change	(0.0%)	2.8%	1.6%
Gross profit change	(385)	3,103	2,718
Gross margin ^[2] 2022	76.7%	24.5%	47.1%
Gross margin ^[2] 2020	77.0%	23.3%	46.9%

Parts and

£'000

179,618

44,254

32.7%

11,623

24.8%

24.3%

Total

£'000

318,569

64,511

25,290

25.4%

47.4%

49.4%

Service Accident Repair

£'000

138,951

20,257

17.0%

13,667

76.5%

78.1%

Service revenue mix – Core Group

	FY2022 £'m	FY2020 £'m	% Change
Retail	62.8	59.9	4.8
Internal	27.7	28.0	(1.1)
Warranty	15.3	18.8	(18.6)
Total Labour Sales	105.8	106.7	(0.8)
Other	25.2	24.3	3.7
Total	131.0	131.0	0.0

Service revenue mix – Core Group

	FY2022 £'m	FY2021 £'m	% Change
Retail	66.8	60.2	11.0
Internal	29.1	22.3	30.5
Warranty	16.3	14.1	15.6
Total Labour Sales	112.2	96.6	16.1
Other	26.7	22.1	20.8
Total	138.9	118.7	17.0

FY22 vs FY21

Core Group

Revenue^[1]

Revenue^[1] change

Gross profit change

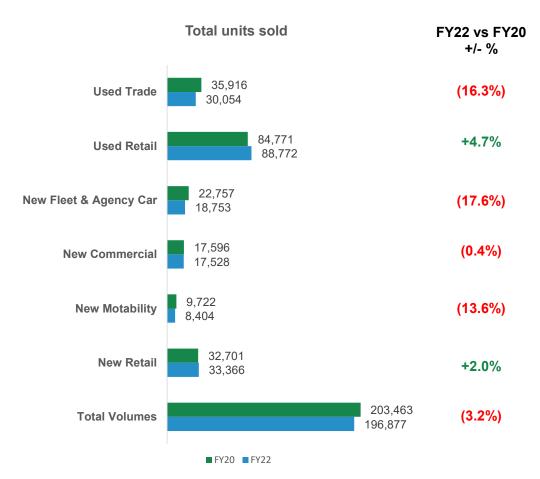
Gross margin^[2] 2022

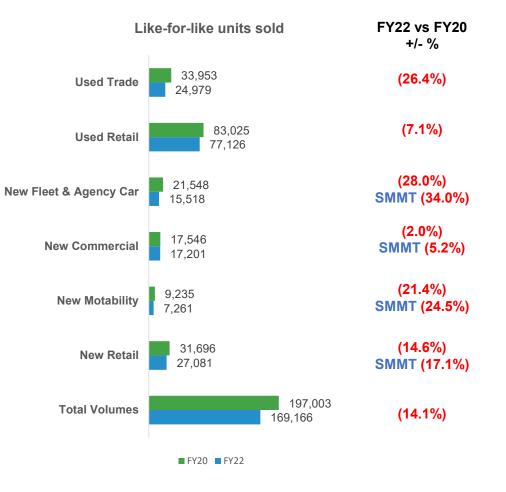
Gross margin^[2] 2021

Like-for-like revenue^[1] change

^[2] Margin in aftersales expressed on internal and external revenue

VEHICLE VOLUMES SOLD



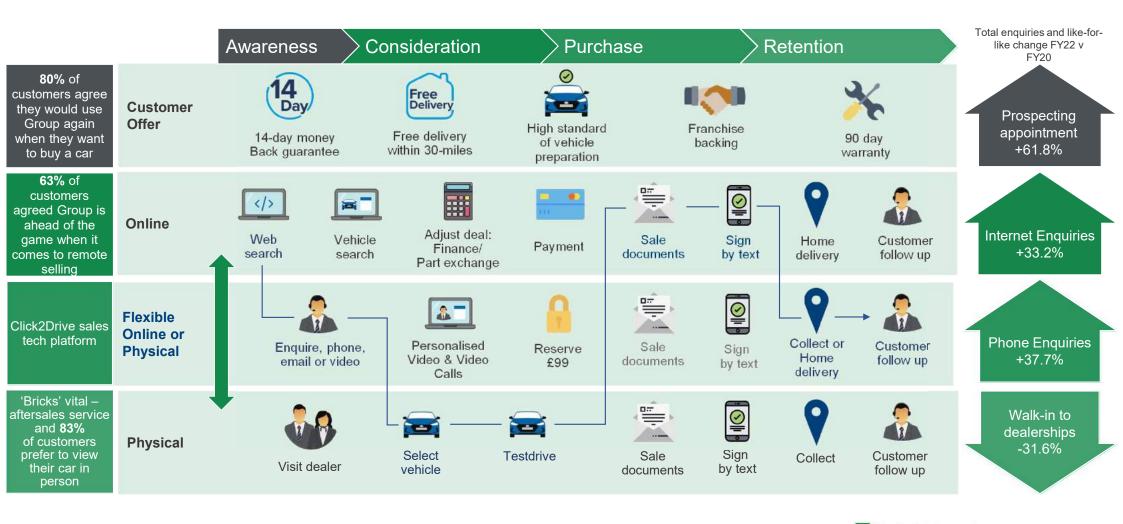


NET DEBT

	Facilities at 28 Feb 22 £'m	Drawn at 28 Feb 22 £'m	Facilities at 28 Feb 21 £'m	Drawn at 28 Feb 21 £'m
5 year acquisition facility (from February 2019)	62.0	44.0	62.0	53.8
20 year mortgage facility (from December 2020)	12.7	12.0	12.7	12.6
1 year working capital facility (from May 2022)	48.0	-	48.0	-
Total committed facilities	122.7	56.0	122.7	66.4
Cash		(83.8)		(67.8)
Adjusted net cash ¹	-	(27.8)	-	(1.4)
Used vehicle stocking loans	35.0	11.6	45.0	5.9
Overdraft	5.0	-	5.0	-
Total facilities	162.7	_	172.7	
Net (cash)/debt (excluding lease liabilities)		(16.2)		4.5
IFRS 16 liabilities	-	88.8	-	91.1
Total Net Debt	-	72.6	-	95.6

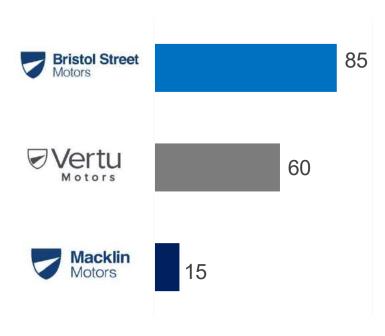
¹ Excludes used vehicle stocking loans and lease liabilities

DIGITALISATION: EFFORTLESS CUSTOMER JOURNEYS



DEALERSHIP PORTFOLIO

160 sales outlets



		Γ	Bristol Street	Macklin	Vertu
		Outlets	Motors	Motors	Motors
	Ford	21	19	2	
	Vauxhall	15	14	1	
	Hyundai	12	9	3	
	Nissan	11	9	2	
٧c	Renault	9	8	1	
	Peugeot	8	6	2	
Volume	Citroen	6	6		
ne	SEAT	4	4		
	Skoda	4	4		
	Kia	3		1	2
	MG	3	2	1	
	Mazda	2	1	1	
	Total Volume	98	82	14	2
	Honda	14			14
	Volkswagen	8			8
	Land Rover	6			6
	Mercedes-Benz	5			5
Pre	BMW	5			5
Premium	Mini	5			5
ш	Toyota	4		1	6 5 5 5 3
	Jaguar	3			3
	Audi	1			1
	Jeep	1			1
	Total Premium	52		1	51
	Honda Motorcycles	3			3
	BMW Motorcycles	1			1
Other	Volkswagen Commercial Vehicles	1			1
her	Mercedes-Benz Commercial Vehicles	1			1
-	Other Used Car Operations	4	3		1
	Total Other	10	3		7
	Total Group	160	85	15	60

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DISCLAIMER

This presentation contains forward looking statements. Although the Group believes that the estimates and assumptions on which such statements are based are reasonable, they are inherently uncertain and involve a number of risks and uncertainties that are beyond the Group's control.

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