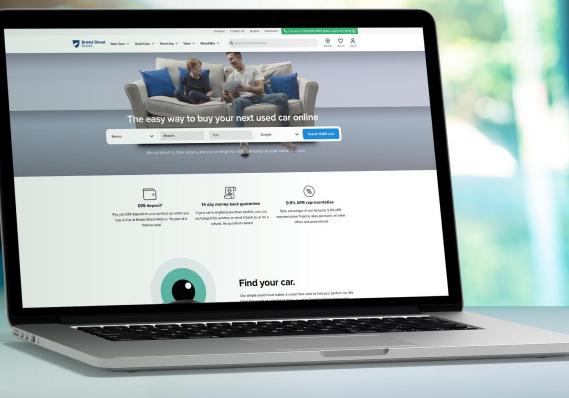
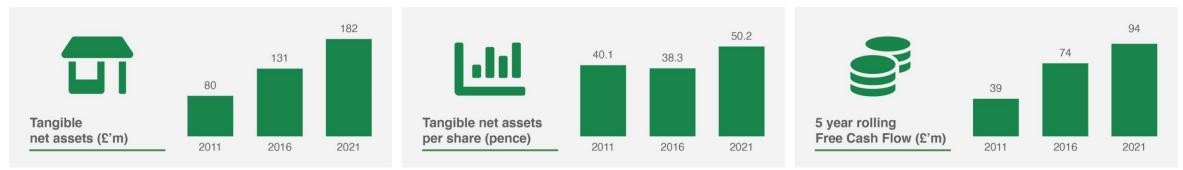


Analyst and Investor Presentation **Full Year Results**

Year ended 28 February 2021



15 Years to Build a Scaled Business









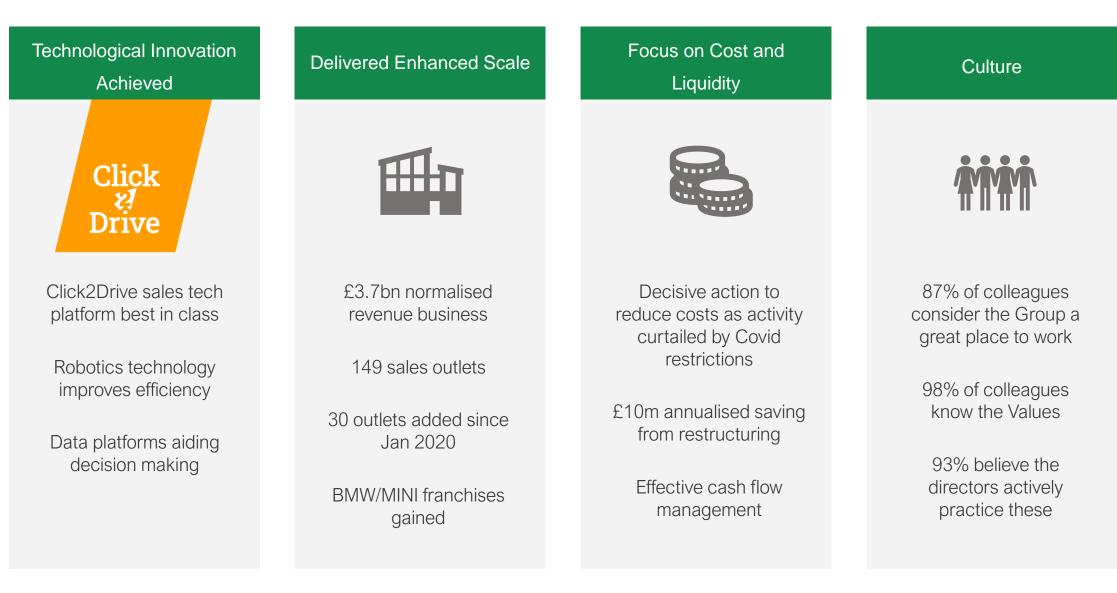


Agenda



Full Year Results FY21

FY21 Highlights



Revenues	Profitability	Cash	Shareholders
Revenues	Gross Margin	Free Cash Flow	EPS
£2.5bn (21.6%)	11.8% £22.4m	£48m 153%	4.44p 50.2p
Like-for-like decline	Profit before tax	FCF conversion	Tangible Net Assets per share



Income Statement

	March	to May	June to F	ebruary		FY	
£'m (unless otherwise stated)	FY21	FY20	FY21	FY20	FY21	FY20	% Change
Revenue	332.3	926.9	2,215.4	2,137.6	2,547.7	3,064.5	(16.9%)
Gross profit	39.5	91.4	261.5	242.7	301.0	334.1	(9.9%)
Gross margin %	11.9%	9.9%	11.8%	11.4%	11.8%	10.9%	+0.9%
Furlough grant support received	17.7	-	10.1	-	27.8	-	-
Operating expenses	(68.9)	(76.2)	(226.1)	(225.7)	(295.0)	(301.9)	(2.3%)
Adjusted ¹ operating (loss) / profit	(11.7)	15.2	45.5	17.0	33.8	32.2	+5.0%
Net finance charges	(2.6)	(2.1)	(6.6)	(7.1)	(9.2)	(9.2)	-
Adjusted ¹ (loss) / profit before tax	(14.3)	13.1	38.9	9.9	24.6	23.0	+7.0%
Non-underlying items	-				(2.2)	(15.7)	
Profit before tax					22.4	7.3	+206.8%
Underlying tax rate %					21.3%	19.7%	
Adjusted ¹ Basic EPS (pence)					5.27p	4.99p	+5.6%

Gross Margin strengthened: used pricing benefits, commercial vehicle margins buoyant

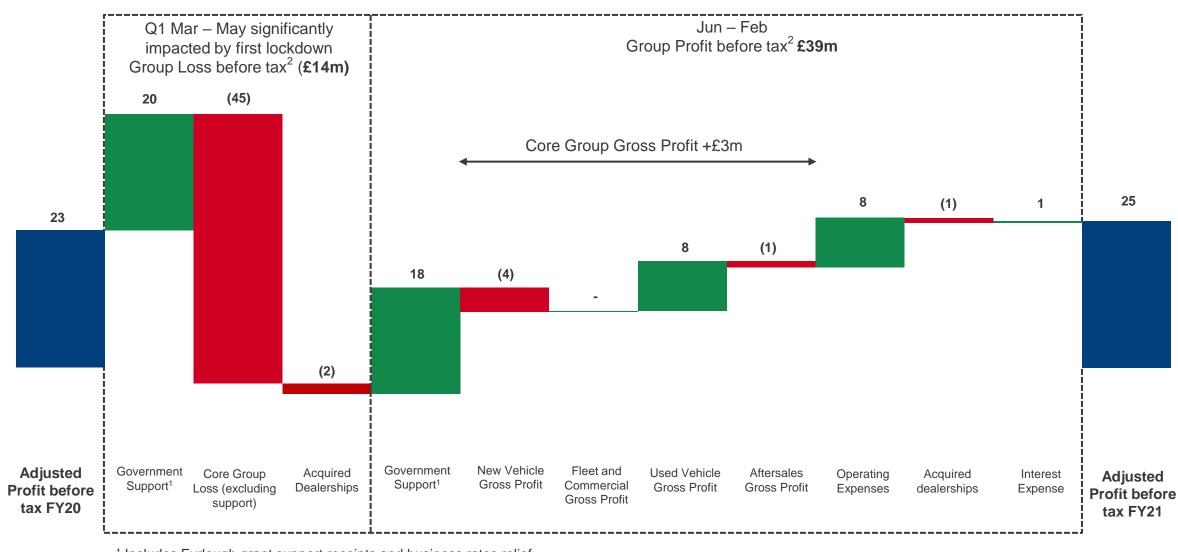
Operating Expenses: benefit of government support, tight cost control and structural reduction

Net Finance Charges: Savings on stocking charges in the June to February period offset higher charges in Q1

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

Profit Bridge

All values £' million



² Adjusted

Cost-focus: Maximising Productivity

Government and other support



- £27.8m Furlough grant support received
- £10.5m business rates relief and grant support
- Manufacturer and other supplier actions reduced franchise costs and aided cash flow

Variable cost reductions



- Vehicle fleet costs
- Training moved online
- Activity based costs reduced:
 - Vehicle cleaning
 - Energy
 - Consumables





- Sales process enhancement including online
- Click2Drive digital sales tech
 platform
- Switch to contactless digital processes
- Use of robotic processes

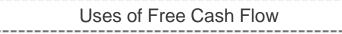
Delivering

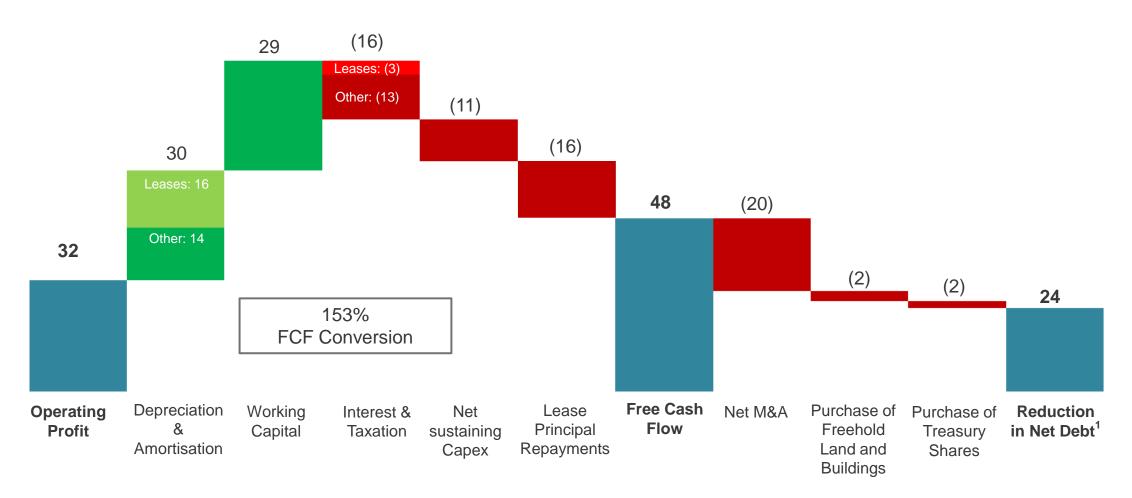
• £16m¹ reduction in Core Group operating expenses year-on-year • £10m annualised cost savings through reduced headcount

Sustainable higher productivity levels achieved

¹ excluding government support (furlough and business rates relief)

Net cash flow from operating activities: £75m





	Facilities at 28 Feb 21 £'m	Drawn at 28 Feb 21 £'m	Facilities at 29 Feb 20 £'m	Drawn at 29 Feb 20 £'m
5 year acquisition facility (from February 2019)	62.0	53.8	62.0	43.6
20 year mortgage facility (from December 2020)	12.7	12.6	-	-
1 year working capital facility (from May 2021)	48.0	-	68.0	-
Total committed facilities	122.7	66.4	130.0	43.6
Cash		(67.8)		(40.8)
Adjusted net (cash)/debt ¹	-	(1.4)		2.8
Used vehicle stocking loans	45.0	5.9	35.0	25.5
Overdraft	5.0	-	5.0	-
Total facilities	172.7		170.0	
Net debt (excluding IFRS 16 liabilities)		4.5		28.3
IFRS 16 liabilities	-	91.1	_	96.9
Total Net Debt	-	95.6	_	125.2

Repayment Mortgage: provided by BMW Financial Services, secured on properties acquired in year, interest fixed for 5 years at 2.9%

Hedging: £22m (41%) of floating rate bank borrowing covered by interest rate hedges

¹ Excludes used vehicle stocking loans and IFRS 16 liabilities

Capital Allocation Discipline

Portfolio Management and Growth

Target EV/EBITDA ratios by year 3 on acquisitions Portfolio review to identify poor performing assets Property portfolio optimisation

Core Croup Investment

Capital expenditure Increasing Manufacturer flexibility over formats and representation

Strong Balance Sheet

Tangible net assets per share 50.2p Firepower to grow scale with debt

Share Buybacks

Potential use of excess FCF at share prices below intrinsic value

Dividends

Considered important discipline Intention to re-establish

Balance Sheet

	28 Feb 2021 £'m	29 Feb 2020 £'m
Intangible assets	101.1	101.4
Retirement benefit asset	6.2	8.9
Right of use assets	81.2	87.0
Tangible assets	246.7	229.1
Non-current assets	435.2	426.4
Current assets	656.8	711.0
Property assets held for sale	1.4	0.4
Cash and cash equivalents	67.8	40.8
Total assets	1,161.2	1,178.6
Current liabilities	(703.0)	(730.1)
Non-current liabilities	(18.8)	(19.0)
Lease liabilities	(91.1)	(96.9)
Borrowings	(72.4)	(69.2)
Net assets	275.9	263.4
Tangible net assets	181.6	168.8
Tangible net assets per share (pence)	50.2p	46.0p

Intangible assets: £1.5m non-cash impairment of goodwill included in non-underlying costs

Assets held for resale: includes three empty properties arising from portfolio management optimisation

Non-current liabilities: includes deferred income on warranties (£9.2m) and deferred taxation (£9.2m)



Evolving Trends

Customers

- Acceleration of propensity to embrace online as part of buying journey
- Strong customer satisfaction and local presence important

Industry

- Changing Manufacturer ambitions and distribution arrangements (including agency)
- New entrants and disrupters



Technology

- Data analytics driving understanding of customer journey, marketing and strategic decision making
- Enhanced productivity



Sustainability

- Electrification opportunity
- Responsible business practices

Group Strategy

Strategic Goals

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

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



Sustainability Goals





Reduce the environmental Impact of our business



Care for our colleagues and support communities

Sustainability



Work with our Manufacturer partners to provide increasingly sustainable choices for customers

Goals

- Increase the share of the Group's sales of alternatively fuelled vehicles by a minimum 30% each year to 2030
- Maintain our position as the UK's largest supplier of vehicles to the Motability fleet



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grid

Reduce the environmental Impact of our business

Goals

Deliver an annual 10% like-for-

like reduction in the energy the

Group draws from the national

25% of the corporate fleet to be

alternatively powered by 2025

70% of all dry waste to be

recycled by 2025

Care for our colleagues and support communities

Goals

- At least 90% of Colleagues to agree that the Group is a great place to work
- Continue to support causes local to our dealership network applying a central support budget of £150,000 per annum

Growth: Opportunities to Fulfil Ambitions

Franchise	Group Sales Outlets	UK total sales points	% of UK sales points represented by the Group	Group share of franchise new retail sales FY21
Honda	14	140	10.0%	12.4%
Ford	22	376	5.9%	8.4%
Vauxhall	14	243	5.8%	6.8%
Hyundai	10	162	6.2%	6.6%
Nissan	11	171	6.4%	6.4%
Land Rover	6	116	5.2%	5.7%
Jaguar	3	84	3.6%	5.2%
SEAT & Cupra	4	122	3.3%	5.2%
Volkswagen	9	185	4.9%	4.9%
Renault & Dacia	6	155	3.9%	4.5%
Citroen & DS	5	141	3.5%	4.3%
Peugeot	7	190	3.7%	3.7%
MINI	5	133	3.8%	3.6% ¹
Mercedes-Benz	5	123	4.1%	3.1%
SKÖDA	4	129	3.1%	3.1%
BMW	5	137	3.6%	2.8% ¹
Mazda	2	127	1.6%	2.1%
Kia	3	190	1.6%	1.2%
Audi	1	117	0.9%	0.6%
Toyota	1	182	0.5%	0.6%
Other & non franchise	12	1,081	1.1%	-
Total	149	4,304	3.5%	4.2%

UK dealer network highly fragmented

Top 10 dealer groups represent 25% of UK outlets, Group 5th largest in revenues

Increased scale brings brand awareness and efficiency benefits

30 sales outlets added since 1 January 2020 including 3 new franchise partners

Increase in multi-franchising of locations being actioned

¹ Estimated

Full Year Results FY21

Importance of Brand Awareness

Drive

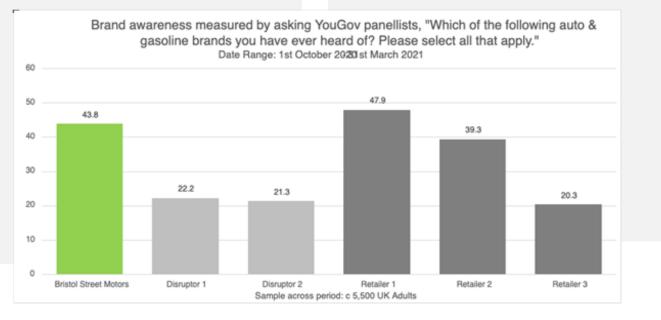
- 3 core Group brands; going forward 9 Farnell outlets to be re-branded to Vertu
- Significant terrestrial TV and video on-demand campaigns
- Building awareness through sponsorship
- Social
 - PFA Fans Player of the month
 - Highest number of Facebook follower in sector
 - Building awareness through sponsorship
- Manufacturer advertising budgets provide significant support to Group's franchised outlets

Measure

- YouGov survey of brand awareness utilised monthly
- Over 5,000 adult responders
- High brand awareness for Bristol Street Motors evident

Optimise

- Website efficiency
- Conversion rate optimisation
- Product maximisation
- Pay per click analytics and efficiency
- Organic search enhancement for core brand websites

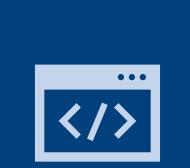


Full Year Results FY21

Importance of Brand Awareness



Digitalisation: Three Types of Customer (at least!)



Customers who want to complete a transaction entirely online

434 'pure' online vehicle transactions completed in FY21

Customers who want to purchase on their terms, **flexing between** online and at a dealership

4,728, £99 vehicle reservation deposits paid in FY21

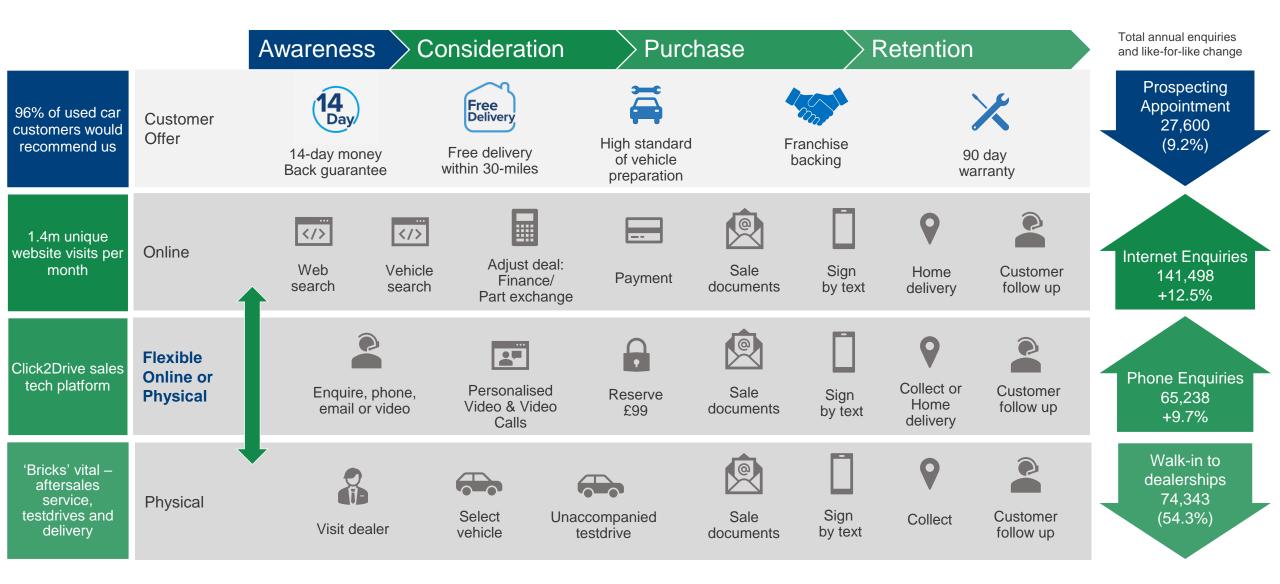
38,446 retail vehicles sold during third lockdown (Jan-Mar) with no showroom visit / test drive prior to sale

Customers who prefer to transact in person physically **at a dealership**

Significant increase in sales volumes following lockdown easing in April 2021

Group's 'bricks and clicks' strategy meets the needs of <u>all</u> these customers

Digitalisation: Effortless Customer Journeys



Vertu: Comprehensive Market Offering

- ✓ Brand Leadership
- ✓ Pure Ecom, omni-channel or physical retail
- In-house vehicle refurbishment
- ✓ Fully digital finance and part-exchange process
- Market leading NPS in used cars
- ✓ National footprint
- ✓ Testdrive option
- Delivery and collection in sales and service
- Post sales servicing and repairs
- Monthly payment service plans
- New and used vehicle supply from Manufacturers

Great experience buying new car. All done remotely over text, phone and email with Michael the sales person at the garage. We moved to a Leaf electric vehicle from a Micra and Michael was great at making the whole process speedy and smooth. Loving the car so far - Michael talked us through many of the features available and offered ongoing help if needed.

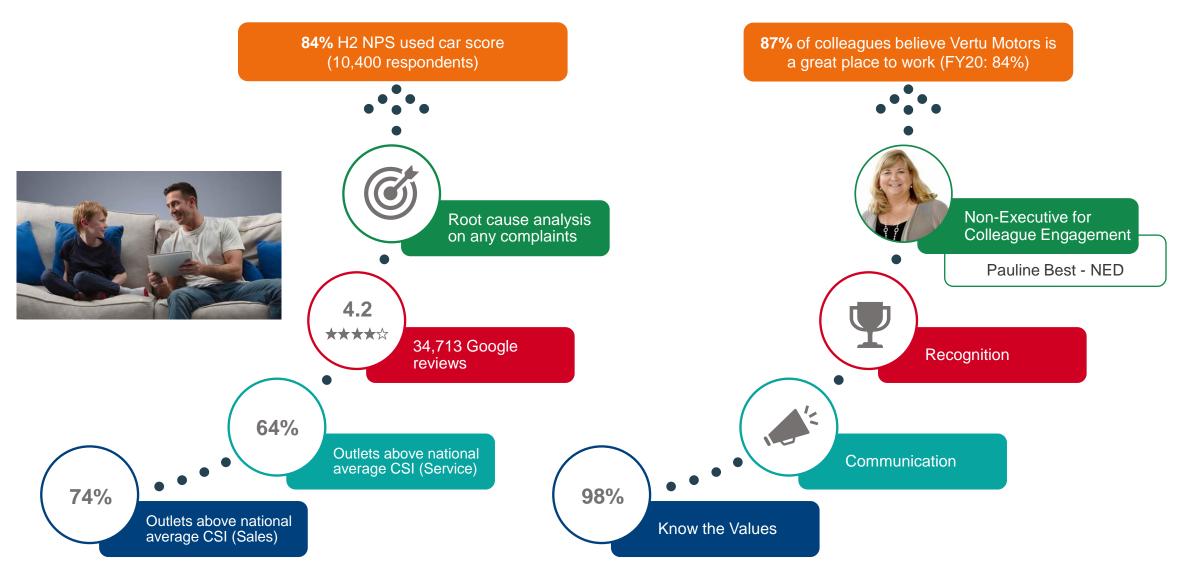


Bristol Street Motors

5 Star Google Reviews:

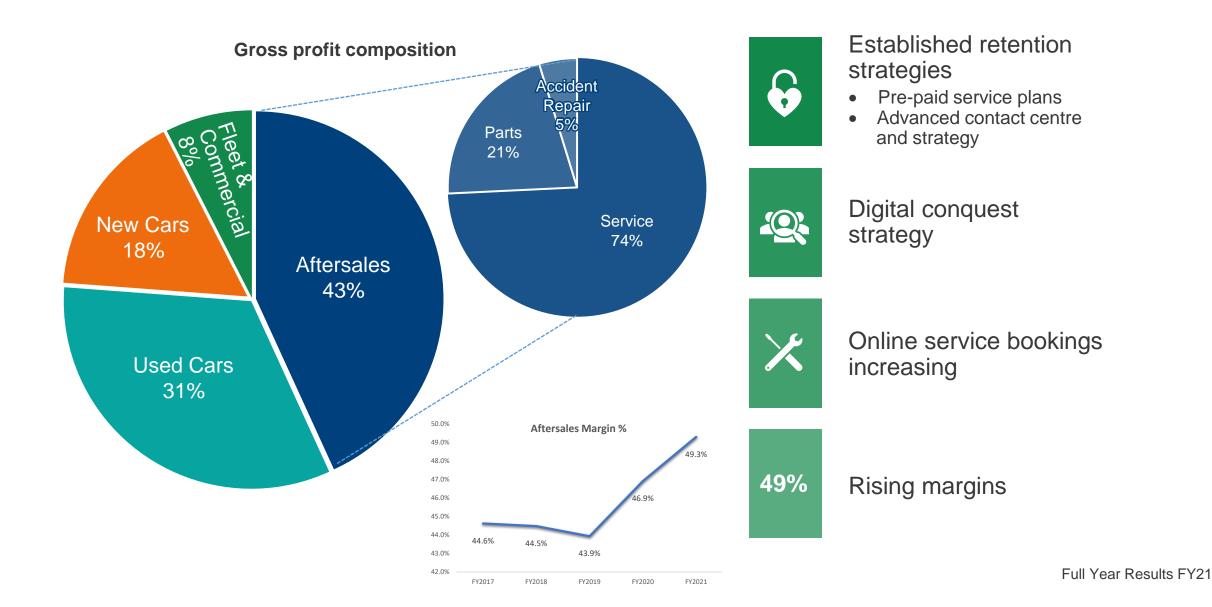
Amazing service, would definitely recommend. We're based in South Wales but saw a car on website we were interested in, so we submitted a query. Ajay contacted us and was amazingly helpful from start to finish. We had a full video viewing, where he even pointed out a tiny stone chip on the bonnet (which I wouldn't have noticed even in person!), and we decided to go ahead with the sale. Everything was seamless from start to finish, he arranged all finance details (at an amazingly low APR by the way!) and the car was delivered to me a few days later. Ajay's kept me updated with a progress throughout and provided any information I needed - it was so much easier than buying a car locally. Would definitely recommend, seamless trancastion and everything was perfect - thank you so much !!

Customer and Colleague Focus



Full Year Results FY21

Aftersales: Inbuilt Resilience Generating 43% of Group Gross Profit



Ancillary Businesses

Vansdirect[®]

- Independent online commercial vehicle retailer
- Leasing Broker Federation's best van broker for the last four years
- 2,682 vans sold in FY21,an increase of 18% on FY20
- Gross Profit margin 8.7%
- PBT of £1.4m



- Online parts and accessory sales
- Increased revenues of £8.8m (FY20 £7.1m)
- Sales via Marketplaces
- Bolt-on acquisitions identified
- PBT of £0.4m
- Gross margin 17.1%



- Successful JV with Haymarket Media Group
- Currently supply of leasing PCH enquiries to competitors from website
- FY22 strategy will switch to lead fulfilment and sales by the Group dealerships
- Strong growth potential in car leasing market

Current Trading and Outlook Robert Forrester CEO

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Vertu Sunderland

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Vertu

Current Trading

March and April Performance	Total	Like-for-like	SMMT
	% Var	% Var	% Var
Group Revenues	+152.8%	+134.8%	
Service Revenues ¹	+107.7%	+91.8%	
Volumes			
Used Retail Vehicles	+238.8%	+215.9%	
New Retail Vehicles	+59.1%	+47.4%	+41.8%
Motability Vehicles	+129.0%	+122.8%	+110.2%
New Fleet Cars ²	+103.9%	+112.3%	+89.4%
New Commercial Vehicles	+167.5%	+169.3%	+157.4%

- March trading profit at record levels
- Strong April in sales due to pent up demand
- April service revenues impacted by anniversary of prior year lockdown with reduced annual service/MOT activity
- Combined March/April adjusted profit before tax of £19.2m (FY21 loss of £4.7m)

Near term outlook

- Pent-up vehicle demand apparent following showrooms re-opening in April 2021
- Covid-19 situation continues to be uncertain as we head into winter
- New vehicle production constraints likely driven by component supply chain disruption (semi-conductors)
- Vehicle sales margins likely to be robust given supply conditions

Strategic focus

- Focus on operational execution and delivery of strategic goals
- Continued digital development
- Marketing concentration on brand development and lead optimisation
- Continue program on improving recent acquisitions
- Opportunities for growth evident

Definitions of key terminology

Core:

Dealerships that have traded for two full consecutive financial years and comparatives are restated each year, this definition is used for the profit bridge

Like-for-like:

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

FY2021:

The twelve month period ending 28 February 2021

FY2020:

The twelve month period ended 29 February 2020

H1 FY2021:

The six month period ended 31 August 2020

H1 FY2020:

The six month period ended 31 August 2019

Q1 FY2021:

The three month period ended 31 May 2020

Q1 FY2020:

The three month period ended 31 May 2019

H2 FY2021:

The six month period ended 28 February 2021

H2 FY2020:

The six month period ended 29 February 2020

Like-for-Like Sales Volumes

	Mar-May FY21 Units	Jun-Feb FY21 Units	FY21 Units	Mar-May FY20 Units	Jun-Feb FY20 Units	FY20 Units	Mar-May Y-o-Y % Var	Jun-Feb Y-o-Y % Var
Used retail cars	5,813	55,897	61,710	22,446	61,651	84,097	(74.1%)	(9.3%)
New retail cars	4,771	18,324	23,095	11,731	20,770	32,501	(59.3%)	(11.8%)
Motability cars	910	7,057	7,967	2,826	6,667	9,493	(67.8%)	5.8%
Direct fleet cars	1,478	7,988	9,466	5,136	11,831	16,967	(71.2%)	(32.5%)
Agency fleet cars	752	2,913	3,665	1,484	4,220	5,704	(49.3%)	(31.0%)
Total fleet cars	2,230	10,901	13,131	6,620	16,051	22,671	(66.3%)	(32.1%)
Commercial vehicles	1,965	13,659	15,624	5,951	11,719	17,670	(67.0%)	16.6%
Total New vehicles	9,876	49,941	59,817	27,128	55,207	82,335	(63.6%)	(9.5%)
Total	15,689	105,838	121,527	49,574	116,858	166,432	(68.4%)	(9.4%)

UK Market (SMMT)

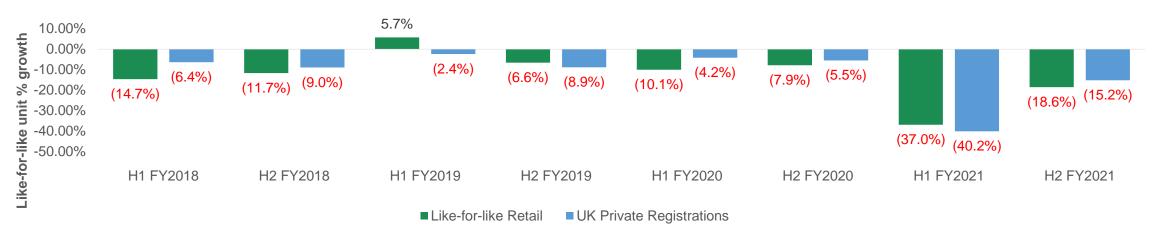
New retail car	(60.5%)	(11.2%)
Motability	(67.9%)	4.8%
Fleet car	(69.3%)	(17.5%)
Commercial	(65.7%)	3.3%

Full Year Results FY21

New Retail Vehicle Trends

	H1 FY2018	H2 FY2018	H1 FY2019	H2 FY2019	H1 FY2020	H2 FY2020	H1 FY2021	H2 FY2021
Selling price per unit ^[1] (£)	16,571	16,490	16,829	17,864	18,355	18,726	19,789	19,980
Gross profit per unit $^{[1]}(\pounds)$	1,370	1,382	1,365	1,447	1,418	1,524	1,436	1,714
Margin (Group) ^[1]	7.6%	7.7%	7.4%	7.4%	7.1%	7.4%	6.7%	7.9%
Margin (Core Group) ^[1]	7.5%	7.7%	7.4%	7.5%	7.2%	7.4%	6.7%	8.0%
Like-for-like unit (Retail) growth/(decline)	(14.7%)	(11.7%)	5.7%	(6.6%)	(10.1%)	(7.9%)	(37.0%)	(18.6%)
UK private registrations ^[2] growth/(decline)	(6.4%)	(9.0%)	(2.4%)	(8.9%)	(4.2%)	(5.5%)	(40.2%)	(15.2%)

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



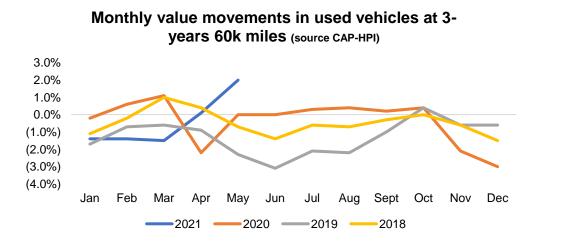
[1] Includes Motability sales[2] Source SMMT

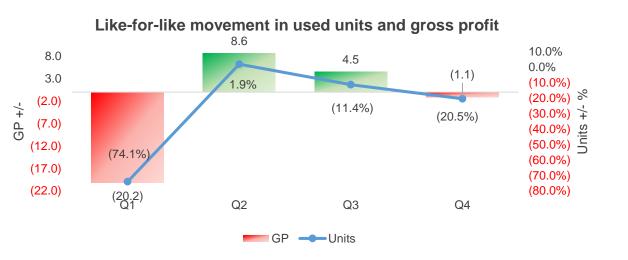
Fleet and Commercial Vehicle Trends

	H1 FY2018	H2 FY2018	H1 FY2019	H2 FY2019	H1 FY2020	H2 FY2020	H1 FY2021	H2 FY2021
Selling price per unit (£)	18,549	19,032	19,901	20,544	20,662	20,518	21,494	23,494
Gross profit per unit (£)	576	588	528	695	603	683	679	834
Margin (Group)	3.2%	3.2%	2.8%	3.5%	3.4%	4.0%	3.8%	4.1%
Like-for-like unit growth/(decline) (Fleet)	(4.3%)	(5.4%)	(12.4%)	(28.5%)	4.6%	18.2%	(50.2%)	(33.4%)
UK car fleet registrations ^[1] growth/(decline)	(0.5%)	(11.3%)	(5.2%)	(10.2%)	(1.3%)	3.8%	(50.6%)	(15.8%)
Like-for-like unit growth/(decline) (Vans)	(9.6%)	1.9%	8.1%	(1.9%)	2.0%	(10.5%)	(38.8%)	26.1%
UK van commercial registrations ^[1] growth/(decline)	(3.2%)	(4.0%)	(2.7%)	1.2%	12.4%	(8.9%)	(43.3%)	12.6%

Used Vehicle Trends

	H1 FY2018	H2 FY2018	H1 FY2019	H2 FY2019	H1 FY2020	H2 FY2020	H1 FY2021	H2 FY2021
Selling price per unit (£)	13,146	13,658	14,069	14,797	14,517	14,637	15,141	15,454
Gross profit per unit (£)	1,197	1,278	1,233	1,182	1,172	1,244	1,386	1,458
Margin (Group)	9.1%	9.4%	8.8%	8.0%	8.1%	8.5%	9.2%	9.4%
Margin (Core Group)	9.5%	9.6%	8.8%	8.2%	8.3%	8.8%	9.3%	9.7%
Like-for-like unit growth/(decline)	1.1%	(2.2%)	5.8%	4.6%	1.6%	(2.0%)	(36.3%)	(15.6%)

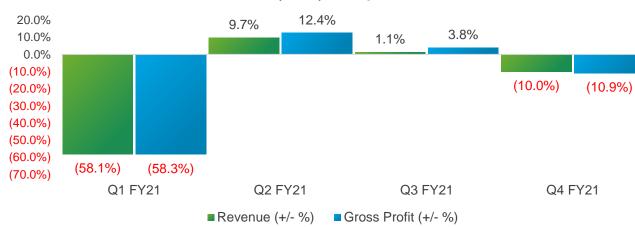




Aftersales Trends

Core Group	Service	Parts and Accident Repair	Total
	£'000	£'000	£'000
Revenue ^[1]	112,328	129,433	241,761
Revenue ^[1] change	(19,882)	(38,125)	(58,007)
Like-for-like revenue ^[1] change	(15.0%)	(22.8%)	(19.4%)
Gross profit change	(14,017)	(8,012)	(22,029)
Gross margin ^[2] 2020	78.1%	24.1%	49.2%
Gross margin ^[2] 2019	77.0%	23.4%	47.0%

Like-for-like service revenue and gross profit growth Q1 – Q4 FY2021



Decline in service revenue (down 15.0% L4L)

- Core Group underlying service margins rose from 78.1% to 77.0% due to:
 - higher invoice values

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- reduced warranty mix
- Slower restart to parts and accident repair due to fewer vehicle movements and therefore accidents

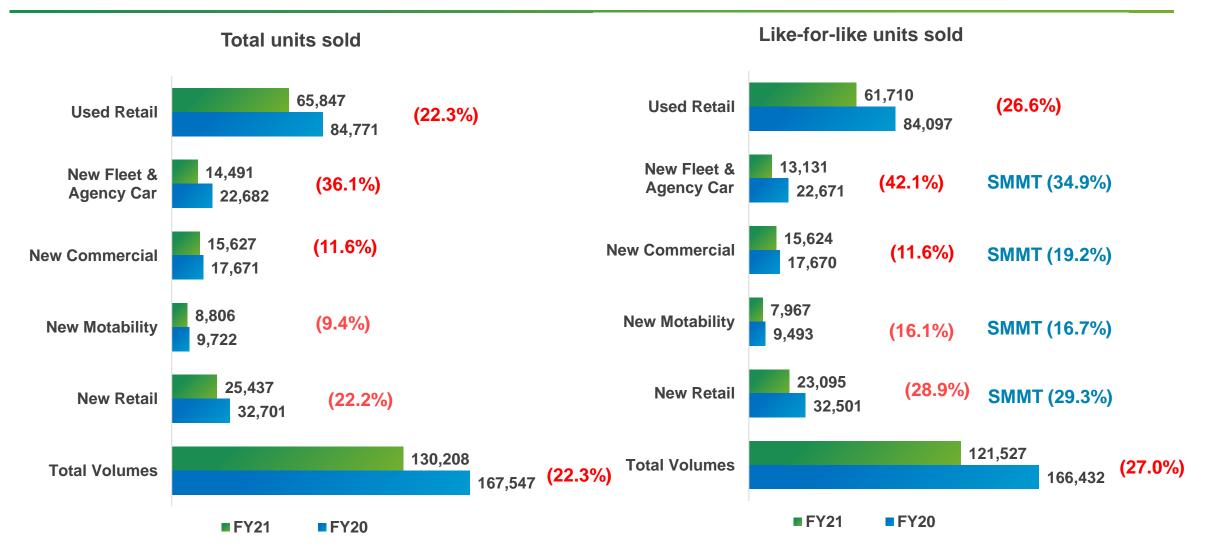
Service revenue mix – Core Group

	FY2021 £'m	FY2020 £'m	%Change
Retail	56.9	60.6	(6.1)
Internal	21.3	28.2	(24.5)
Warranty	13.3	18.9	(29.6)
Total Labour Sales	91.5	107.7	(15.0)
Other	20.8	24.5	(15.1)
Total	112.3	132.2	(1 5.0)

^[1] Includes internal and external revenue

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

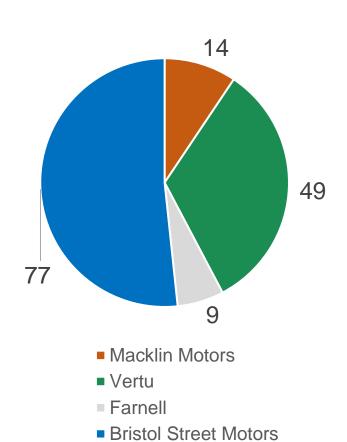
Vehicle Volumes Sold



Full Year Results FY21

Dealership Portfolio

149 sales outlets



			Bristol Street	Macklin		
		Outlets	Motors	Motors	Vertu	Farnell
Volume Premium	Ford	22	19	3		
	Vauxhall	14	14			
	Nissan	11	9	2		
	Hyundai	10	8	2		
	Peugeot	7	5	2		
	Renault	6	6			
	Citroen	5	5			
	SEAT	4	4			
	Skoda	4	4			
	Kia	3		1	2	
	Mazda	2	1	1		
	Mitsubishi	1		1		
	Suzuki	1		1		
	Total Volume	90	75	13	2	
	Honda	14			14	
	Volkswagen	9			9	
	Land Rover	6				6
	Mercedes-Benz	5			5	
	BMW	5			5	
	Mini	5			5	
	Jaguar	3				3
	Audi	1			1	
	Toyota	1			1	
	Jeep	1			1	
Other	Total Premium	50			41	9
	Honda Motorcycles	2			2	
	BMW Motorcycles	1			1	
	Volkswagen Commercial Vehicles	1			1	
	Mercedes-Benz Commercial					
	Vehicles	1			1	
	Other Used Car Operations	4	2	1	1	
	Total Other	9	2	1	6	
	Total Group	149	77	14	49	9

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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