

25 January 2023

Virgin Wines UK plc
Director Dealing
("Virgin Wines" or the "Company")

Virgin Wines announces that it has been notified that Helen Jones, Non-Executive Director of the Company, on 23 January 2023 purchased 5,000 ordinary shares of 1 penny each in the Company ("Ordinary Shares") at a price of 55.00 pence per Ordinary Share. Following this purchase, Helen Jones is beneficially interested in 5,000 Ordinary Shares, representing approximately 0.009 per cent. of the Company's issued share capital.

1.	Details of PDMR / person closely associated with them ("PCA")		
a)	Name	Helen Jones	
2.	Reason for the notification		
b)	Position / status	Non-Executive Director	
c)	Initial notification / amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Virgin Wines UK plc	
b)	LEI	213800WAVVOPS85N2205	
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument	Ordinary Shares of 1p each	
	Identification Code	GB00BN33TR63	
b)	Nature of the transaction	Purchase of Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		55.00	5,000
d)	Aggregated information	n/a	
e)	Date of the transaction	23 January 2023	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

- Ends -

Enquiries:

Virgin Wines UK plc
 Jay Wright, CEO
 Graeme Weir, CFO

Via Hudson Sandler

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Notes to editors:

About Virgin Wines

Virgin Wines is one of the UK's largest direct-to-consumer online wine retailers. It is an award-winning business which has a reputation for supplying and curating high quality products, excellent levels of customer service and innovative ways of retailing.

The Company, which is headquartered in Norwich, UK, was established in 2000 by the Virgin Group and was subsequently acquired by Direct Wines in 2005 before being bought out by the Virgin Wines management team, led by CEO Jay Wright and CFO Graeme Weir, in 2013. It listed on the London Stock Exchange's Alternative Investment Market (AIM) in 2021.

Virgin Wines has more than 500 wines, 250 spirits and 100 beers in its portfolio which it sells to an active customer base of 187,000 members. It has approximately 200 employees and more than 40 trusted winemaking partners and suppliers around the world.

The Company drives the majority of its revenue through its fast-growing WineBank subscription scheme, using a variety of marketing channels, as well as through its Wine Advisor team, Wine Plan channel and Pay As You Go service.

Along with its extensive range of award-winning products, Virgin Wines was delighted to be named Online Drinks Retailer of the Year for 2022 at this year's Drinks Retailing Awards, as well as receiving the bronze award for Contact Centre of the Year at the 2022 UK National Contact Centre Awards.

<https://www.virginwinesplc.co.uk/>

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