

29 August 2023

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

Virgin Wines announces that it has been notified that John Risman, Non-Executive Chairman and Jay Wright, Chief Executive Officer, between 23<sup>rd</sup> - 25<sup>th</sup> August 2023 purchased 120,481 and 275,000 ordinary shares of 1 penny each in the Company ("Ordinary Shares") respectively. Following these purchases, John Risman is beneficially interested in 1,634,315 Ordinary Shares, representing approximately 2.93 per cent. of the Company's issued share capital and Jay Wright is beneficially interested in 4,906,260 Ordinary Shares, representing approximately 8.79 per cent. of the Company's issued share capital.

1.	Details of PDMR / person closely associated with them ("PCA")						
a)	Name	John Risman					
2.	Reason for the notification						
b)	Position / status	Non-Executive Chairman					
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)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>41.5p</td><td>120,481</td></tr></table>	Price(s)	Volume(s)	41.5p	120,481	
Price(s)	Volume(s)						
41.5p	120,481						
d)	Aggregated information	n/a					
e)	Date of the transaction	23 August 2023					
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)					

1.	Details of PDMR / person closely associated with them ("PCA")	
a)	Name	Jay Wright
2.	Reason for the notification	
b)	Position / status	Chief Executive Officer
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  Identification Code	Ordinary Shares of 1p each  GB00BN33TR63											
b)	Nature of the transaction	Purchase of Shares											
c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>41.5p</td><td>115,000</td></tr><tr><td>44.75p</td><td>50,000</td></tr><tr><td>45.0p</td><td>10,000</td></tr><tr><td>44.5p</td><td>100,000</td></tr></table>	Price(s)	Volume(s)	41.5p	115,000	44.75p	50,000	45.0p	10,000	44.5p	100,000	
Price(s)	Volume(s)												
41.5p	115,000												
44.75p	50,000												
45.0p	10,000												
44.5p	100,000												
d)	Aggregated information	Volume - 275,000 Average price - 43.31p											
e)	Date of the transaction	115,000 - 23 August 2023 50,000 - 24 August 2023 10,000 - 25 August 2023 100,000 - 25 August 2023											
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)											

- Ends -

#### Enquiries:

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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 700 wines and 150 spirits in its portfolio which it sells to an active customer base of 176,000 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 last 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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