

19 February 2024

**Virgin Wines UK plc**  
**("Virgin Wines" or the "Group")**

**Director/PDMR dealing**

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

Virgin Wines UK plc (AIM: VINO), one of the UK's largest direct-to-consumer online wine retailers, announces that it has been notified of the following transactions in ordinary shares in the Company undertaken by persons discharging managerial responsibility ("PDMRs") pursuant to their participation in the Company's Long Term Incentive Plan ("LTIP").

The notifications below are made in accordance with Article 19(3) of the Market Abuse Regulation:

1.	Details of PDMR / person closely associated with them ("PCA")		
a)	Name	Amanda Cherry	
2.	Reason for the notification		
b)	Position / status	Head of Group Finance	
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	2138002RL2S1UV7CK716	
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	Exercise of 31,100 options under the Virgin Wines Long Term Incentive Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.01	31,100
d)	Aggregated information	n/a	
e)	Date of the transaction	15 February 2024	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

1.	Details of PDMR / person closely associated with them ("PCA")	
a)	Name	Ian Long
2.	Reason for the notification	
b)	Position / status	Operations Director
c)	Initial notification	Initial notification

	/ amendment					
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Virgin Wines UK plc				
b)	LEI	2138002RL2S1UV7CK716				
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	Exercise of 14,226 options under the Virgin Wines Long Term Incentive Plan.				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£0.01</td><td>14,226</td></tr></table>	Price(s)	Volume(s)	£0.01	14,226
Price(s)	Volume(s)					
£0.01	14,226					
d)	Aggregated information	n/a				
e)	Date of the transaction	15 February 2024				
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)				

- Ends -

#### Enquiries:

##### Virgin Wines UK plc

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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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