

2 May 2024

**Virgin Wines UK plc**

**("Virgin Wines", the "Company" or the "Group")**

**Grant of Options - Director/PDMR Shareholding**

Virgin Wines UK plc (AIM: VINO), one of the UK's largest direct-to-consumer online wine retailers announces that on 30 April 2024, under the terms of the Company's long term incentive plan ("**LTIP**"), the Board has approved the award of and granted nominal cost options over 877,636 ordinary shares of one penny each in the Company (the "**Ordinary Shares**") to the following directors and persons discharging managerial responsibilities (the "**Options**");

<b>Director/ PDMR</b>	<b>Position</b>	<b>Options granted</b>
Jay Wright	CEO	477,254
Jon Shannon	Commercial Director	139,701
Ian Long	Director of Wine Sales	139,701
Amanda Cherry	Financial Controller	120,980

The Options have been granted subject to continued employment and performance conditions based on the Company's revenue and EBITDA for the year ending 30 June 2026. The Options have an exercise price of one penny per ordinary share, will vest from 30 April 2027 (the "**Option Period**") and will be exercisable at the end of the Option Period until 30 April 2034.

Following the grant of the Options, the total number of Ordinary Shares outstanding under the Group's LTIP is 4,613,178, representing 8.3 per cent. of the Company's issued share capital.

The Board believes it is key that the Group incentivises and retains directors and senior managers to drive the business forward, whilst aligning their interests with those of shareholders.

**Enquiries:**

**Virgin Wines UK plc**

John Risman, Non-Executive Chairman  
Jay Wright, CEO  
Graeme Weir, CFO

Via Hudson Sandler

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**Notes to editors:**

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 information set out below is provided in accordance with the requirements of Article 19(3) of the EU Market Abuse Regulation No 596/2014 (as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018).

a)	Name	1. JAY WRIGHT 2. JON SHANNON 3. IAN LONG 4. AMANDA CHERRY	
<b>2 Reason for the notification</b>			
a)	Position/status	1. CEO 2. COMMERCIAL DIRECTOR 3. DIRECTOR OF WINE SALES 4. FINANCIAL CONTROLLER	
b)	Initial notification /Amendment	Initial notification	
<b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>			
a)	Name	Virgin Wines UK plc	
b)	LEI	2138002RL2S1UV7CK716	
<b>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</b>			
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of 1 penny each ISIN: GB00BN33TR63	
b)	Nature of the transaction	Awards made pursuant to the Virgin Wines Long Term Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. Nil consideration 2. Nil consideration 3. Nil consideration 4. Nil consideration	1. 477,254 2. 139,701 3. 139,701 4. 120,980
d)	Aggregated information		
	- Aggregated volume	877,636	
	- Price	Nil consideration	
e)	Date of the transaction	1. 30 April 2024 2. 30 April 2024 3. 30 April 2024 4. 30 April 2024 5. 30 April 2024	
f)	Place of the transaction	Outside a trading venue	

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