

20 February 2025

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

Director/PDMR Dealings

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 the person discharging managerial responsibilities / person closely associated													
a)	Name	Amanda Cherry												
2	Reason for the notification													
a)	Position/status	Head of Group Finance												
b)	Initial notification /Amendment	Initial												
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor													
a)	Name	Virgin Wines 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, type of instrument Identification code	£0.01 ordinary shares GB00BN33TR63												
b)	Nature of the transaction	i) Exercise of 31,100 options under the Virgin Wines LTIP, and ii) sale of 31,100 ordinary shares.												
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th colspan="2">Price(s)</th> <th colspan="2">Volume(s)</th> </tr> </thead> <tbody> <tr> <td>i)</td> <td>£0.01</td> <td>i)</td> <td>31,100</td> </tr> <tr> <td>ii)</td> <td>£0.37425</td> <td>ii)</td> <td>31,100</td> </tr> </tbody> </table>	Price(s)		Volume(s)		i)	£0.01	i)	31,100	ii)	£0.37425	ii)	31,100
Price(s)		Volume(s)												
i)	£0.01	i)	31,100											
ii)	£0.37425	ii)	31,100											
d)	Aggregated information - Aggregated volume - Price	i) 31,100 ii) 31,100 i) £311.00 ii) £11,639.18												
e)	Date of the transaction	19 February 2025												

f)	Place of the transaction	London Stock Exchange, <i>AIM Market (XLON)</i>
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1	Details of the person discharging managerial responsibilities / person closely associated													
a)	Name	Ian Long												
2	Reason for the notification													
a)	Position/status	Operations Director												
b)	Initial notification /Amendment	Initial												
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor													
a)	Name	Virgin Wines 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, type of instrument Identification code	£0.01 ordinary shares GB00BN33TR63												
b)	Nature of the transaction	i) Exercise of 14,226 options under the Virgin Wines LTIP, and ii) sale of 14,226 ordinary shares.												
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th colspan="2">Price(s)</th> <th colspan="2">Volume(s)</th> </tr> </thead> <tbody> <tr> <td>i)</td> <td>£0.01</td> <td>i)</td> <td>14,226</td> </tr> <tr> <td>ii)</td> <td>£0.37425</td> <td>ii)</td> <td>14,226</td> </tr> </tbody> </table>	Price(s)		Volume(s)		i)	£0.01	i)	14,226	ii)	£0.37425	ii)	14,226
Price(s)		Volume(s)												
i)	£0.01	i)	14,226											
ii)	£0.37425	ii)	14,226											
d)	Aggregated information - Aggregated volume - Price	i) 14,226 ii) 14,226 i) £142.26 ii) £5,324.08												
e)	Date of the transaction	19 February 2025												
f)	Place of the transaction	London Stock Exchange, <i>AIM Market (XLON)</i>												

Virgin Wines UK plc

Jay Wright, CEO
Graeme Weir, CFO

Via Hudson Sandler

Cavendish
(Nominated Adviser and Sole Broker)

Matt Goode / Carl Holmes / Seamus Fricker / Elysia Bough

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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 almost 700 wines and c. 150 spirits in its portfolio which it sells to an active customer base of more than 170,000 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. In addition, in 2023 the Group's Head of Buying, Sophie Lord, was also named Buyer of the Year by Decanter magazine.

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

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