

This announcement contains inside information for the purposes of the retained UK version of the EU Market Abuse Regulation (EU) 596/2014 ("UK MAR").

**Chapel Down Group Plc**  
('CDG' or 'the Company')  
**EPIC: CDGP**  
**CFO FORMAL APPOINTMENT**

Further to its announcement on 4 March 2025, the Board of Chapel Down Group Plc (Chapel Down) is pleased to announce that today, 8<sup>th</sup> April 2025, Lourens (Louan) Mouton was appointed as Chief Financial Officer, Company Secretary and Board Director of Chapel Down.

Louan is a Chartered Accountant with significant experience in consumer goods organisations, including Group Finance Director at Fever-tree Drinks plc where he was responsible for setting up operations in the USA and more recently as CFO and Board Director at Typhoo Tea Ltd. Prior to that, Louan held roles at Natural Capital Partners, BHP Billiton and Deloitte.

Louan joined Chapel Down on 31<sup>st</sup> March 2025, and has been working with Rob Smith (the outgoing Chief Financial Officer) who stepped down from the Board earlier today and will leave the Company on 30<sup>th</sup> April 2025.

**Martin Glenn, Chairman of Chapel Down Group, commented:** "We are delighted to have appointed Louan, who has an excellent track record of leading cross-functional teams through significant growth and transformation in publicly traded and private international businesses. He is a dynamic leader of high-performing finance teams, and I am confident that, alongside our new CEO James Pennefather, he will continue the delivery of Chapel Down's development and growth."

**Louan Mouton said:** "I am excited to be joining Chapel Down as it enters the next phase of its growth for customers and shareholders. The Company has a clear and compelling vision, and I look forward to leveraging my recent experience at both Fever-Tree and Typhoo Tea to deliver it. Rob leaves an invaluable legacy in strong Finance talent, technology platforms as well as the AIM listing, and I will continue to work closely with him and the Chapel Down leadership team to ensure a smooth transition."

**Contacts**

**Chapel Down Group plc**

James Pennefather	Chief Executive Officer	01580 763 033
Louan Mouton	Chief Financial Officer	

**Singer Capital Markets**

Shaun Dobson	Nominated Adviser and Broker	020 7496 3000
Tom Salvesen		
Alex Bond		
James Todd		

**H/Advisors Maitland**

Sam Cartwright	020 7379 5151
Jonathan Cook	

**About Chapel Down:**

Chapel Down (AIM: CDGP) is England's leading and largest winemaker and the power brand of English wine, the world's newest international wine region. From its home in Kent in the heart of the Garden of England, Chapel Down produces a range of sparkling and still wines which consistently win prestigious international awards for their quality. Chapel Down has over 1,000 acres of vineyards, c10% of the UK's total, of which 750 acres are fully productive.

Chapel Down's status as the most recognised English wine brand is supported by its partnerships with flagship sporting and cultural events including Ascot, The Boat Race and Pub in the Park, and Chapel Down is the 'Official Sparkling Wine' of the England and Wales Cricket Board.

Chapel Down is listed on the London Stock Exchange's AIM and has over 10,000 retail investors who enjoy discounts on Chapel Down's wines, tours and tastings at the brand's home at Tenterden in Kent, which each year attracts c50,000 visitors.

Chapel Down is strongly committed to growing its business in balance with the environment and sustainability is a strong, ongoing focus. The company is a founding member of Sustainable Wines of Great Britain and practices sustainable viticulture.

**Regulatory Disclosures**

The following information regarding the appointment of Lourens (Louan) Erasmus Mouton (aged 38) is disclosed pursuant to Schedule Two paragraph (g) of the AIM Rules for Companies:

Current Directorships/Partnerships	Past Directorships/Partnerships (within 5 years)
• South 51 Ltd	• Typhoo Tea Ltd - administrators were appointed to the company on 28 November 2024 following

extended challenging trading conditions. The administration has yet to formally complete. Louan resigned from his role on the board on 28 February 2025.

Save as disclosed above, there is no further information to be disclosed in respect of Louan Mouton, pursuant to Rule 17 and Schedule 2 paragraph (g) of the AIM Rules for companies.

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