

28 May 2025



Virgin Wines UK plc

Transaction in Own Shares

Virgin Wines UK plc ("Virgin Wines" or the "Company"), one of the UK's largest direct-to-consumer online wine retailers, announces that, in accordance with the terms of its share buyback programme announced on 26 March 2025, the Company has purchased 650,000 ordinary shares of 1 pence each in the capital of the Company (the "Shares") in the market at a volume weighted average price of 54.5 pence per Share through Cavendish Capital Markets Limited ("Cavendish"). The Shares acquired will, in due course, be held in treasury.

Aggregated Information

| | |
|---|------------|
| Date of Purchase: | 27/05/2025 |
| Aggregate Number of Shares Purchased: | 650,000 |
| Lowest Price Paid per Share (pence): | 54.5 |
| Highest Price Paid per Share (pence): | 54.5 |
| Volume-Weighted Average Price Paid per Share (pence): | 54.5 |

Following the Cancellation, the Company's issued ordinary share capital consists of 55,972,405 ordinary shares of which a total of 4,107,254 ordinary shares are held in treasury. Therefore, the total number of ordinary shares with voting rights in Virgin Wines is 51,865,151 ordinary shares.

The above figure of 51,865,151 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in the Company under the FCA's Disclosure Guidance and Transparency Rules.

In accordance with Article 5(1)(b) of the UK version of Regulation (EU) No. 596/2014 which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, the table below contains detailed information of the individual trades made by Cavendish as part of the Buyback Programme.

| Individual Transactions | | | |
|----------------------------|-------------------------------------|---------------------|-------|
| Number of Shares purchased | Transaction price (pence per Share) | Time of transaction | Venue |
| 650,000 | 54.5 | 15:29 | AIM |

- 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 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 is headquartered in Norwich, with two fully bonded, national distribution centres in Preston and Bolton. It stocks over 650 wines sourced from more than 40 trusted winemaking partners and suppliers around the world which it sells to a large active customer base, the majority of whom are on one of the Group's subscription schemes.

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 that its flagship WineBank service was awarded 'Wine Club of the Year' at the 2024 IWC Awards, was named Online Drinks Retailer of the Year for 2022 at the 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 named Buyer of the Year by Decanter magazine.

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

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