

Chapel Down Group Plc
('CDG' or 'the Company')

EPIC: CDGP

GRANT OF OPTIONS AND DIRECTOR/PDMR DEALING

Chapel Down, the market leader in English wines, announces that, under its Long-Term Incentive Plan ("LTIP"), it has granted options (the "LTIP Options") over, in aggregate, 2,315,387 ordinary shares of 5p in the Company ("Ordinary Shares") to its executive directors. Of the total options granted, 315,972 were granted at zero-cost; and 1,543,719 were granted at an exercise price of 35p¹ and 455,696 were granted at an exercise price of 39.50p².

The LTIP Options granted to Executive Directors are as detailed below:

Name of Grantee	Title	Number of Ordinary Shares subject to the LTIP Option at zero-cost	Number of Ordinary Shares subject to the LTIP Option at a specific exercise price ^{1&2}	Total number of Options over Ordinary Shares held following the grant
James Pennefather	CEO	190,972	1,543,719	1,734,691
Louan Mouton	CFO	125,000	455,696	580,696

Note 1: The exercise price relating to the 1,543,719 options for James Pennefather was determined as 35p per share, being the share price before the public announcement of his appointment on 13 December 2024.

Note 2: The exercise price relating to the 455,696 options for Louan Mouton was determined at 39.50p per share, being the share price before the public announcement of his appointment on 4 March 2025.

The LTIP Options are intended to reward long term performance that delivers value to shareholders. The date of grant of the award is 1 August 2025, and vesting for the zero-cost options occurs on 31 December 2027, subject to continued employment and achievement of Group performance conditions for the period 1 January 2025 to 31 December 2027. The LTIP Options with an exercise price of 35p and 39.50p vest in thirds over three years, with the first third vesting on the anniversary of the start date for the Executive Director, being 1 February 2026 for James Pennefather and 31 March 2026 for Louan Mouton.

Contacts

Chapel Down Group plc

James Pennefather
Louan Mouton

Chief Executive Officer 01580 763 033
Chief Financial Officer

Singer Capital Markets

Tom Salvesen
Alex Bond
James Todd

Nominated Adviser and Broker 020 7496 3000

H/Advisors Maitland

Sam Cartwright
Jonathan Cook

020 73795151

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, c. 9% 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.

1	Details of the Person Discharging Managerial Responsibilities / Person Closely Associated	
a)	Name	James Pennefather

2	Reason for the notification	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Chapel Down Group plc
b)	LEI	213800BAUCZ4OXC97W72
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	Zero cost Options
	Identification code	GB0032706284
b)	Nature of the transaction	Grant of Options
c)	Price(s) and volume(s)	Price: 0 pence Volume: 190,972
d)	Aggregated information	N/A
e)	Date of the transaction	1 August 2025
f)	Place of the transaction	Outside of a trading venue
1	Details of the Person Discharging Managerial Responsibilities / Person Closely Associated	
a)	Name	James Pennefather
2	Reason for the notification	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Chapel Down Group plc
b)	LEI	213800BAUCZ4OXC97W72
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	Options
	Identification code	GB0032706284
b)	Nature of the transaction	Grant of Options
c)	Price(s) and volume(s)	Price: 35.0 pence Volume: 1,543,719
d)	Aggregated information	N/A
e)	Date of the transaction	1 August 2025
f)	Place of the transaction	Outside of a trading venue
1	Details of the Person Discharging Managerial Responsibilities / Person Closely Associated	
a)	Name	Louan Mouton
2	Reason for the notification	
a)	Position/status	Chief Financial Officer
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Chapel Down Group plc

b)	LEI	213800BAUCZ4OXC97W72
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	Zero cost Options
	Identification code	GB0032706284
b)	Nature of the transaction	Grant of Options
c)	Price(s) and volume(s)	Price: 0 pence Volume: 125,000
d)	Aggregated information	N/A
e)	Date of the transaction	1 August 2025
f)	Place of the transaction	Outside of a trading venue
1	Details of the Person Discharging Managerial Responsibilities / Person Closely Associated	
a)	Name	Louan Mouton
2	Reason for the notification	
a)	Position/status	Chief Financial Officer
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Chapel Down Group plc
b)	LEI	213800BAUCZ4OXC97W72
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	Options
	Identification code	GB0032706284
b)	Nature of the transaction	Grant of Options
c)	Price(s) and volume(s)	Price: 39. 5 pence Volume: 455,696
d)	Aggregated information	N/A
e)	Date of the transaction	1 August 2025
f)	Place of the transaction	Outside of a trading venue

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