19 September 2025

Naked Wines Plc
("Naked Wines" or "the Company")

Appointment of Non-Executive Director

Naked Wines (AIM: WINE) is pleased to announce the appointment of Mr Jan-Hendrik Mohr as a Non-Executive Director with immediate effect.

Jan is currently CEO at CHAPTERS Group AG. Founded in 1998, CHAPTERS delivers mission-critical digital solutions for public sector, enterprise financial technologies clients with over 50 subsidiaries and EUR 170m in revenue. Jan ran JMX Capital, an investment partnership, for eight years prior to joining CHAPTERS. JMX has been an investor in Naked Wines since 2016. In addition, Jan led AIM-listed Software Circle plc as Chairman from 2016-2024 through a period of strategic transition.

Naked Wines is also pleased to welcome David Atchison as an adviser to the Board. David is a senior marketing executive with extensive experience driving growth for consumer and digital brands. He served as President of New Engen, leading one of the nation's fastest-growing digital marketing firms, and held senior leadership roles at Zulily during its rapid expansion into a leading online retailer. With a proven record of scaling customer acquisition and brand engagement through data-driven marketing, he brings deep expertise in performance, strategy, and innovation. As a Board Advisor, he will support Naked Wines in advancing its marketing strategy and customer growth initiatives.

Jack Pailing, Non-Executive Chair of Naked Wines, said:

"I'm delighted to welcome Jan to the Board. As we move forward with our New Strategic Plan and continue to release significant amounts of capital, his creative thinking, insight, and experience will be extremely valuable in ensuring that we allocate that capital in a way that maximises intrinsic value per share.

I'm also delighted to welcome Dave to the Company in an important advisory role. His experience and knowledge of marketing and analytics will no doubt be critical to how we navigate the challenging post-Covid DTC acquisition environment and continue to recalibrate our marketing spend, as discussed at our New Strategic Plan event on 27 March 2025."

As required under Schedule Two, paragraph (g) of the AIM Rules for Companies, further disclosures on Mr Mohr are as follows:

Mr Jan-Hendrik Markus Mohr, aged 36, has held the following directorships and/or partnerships in the past five years:

Current directorships and/or partnerships:
JMX Capital GmbH
JMX Consulting GmbH
TPJMS GmbH
JMX US LLC
CHAPTERS Group AG
CHAPTERS Beteiligungs GmbH
CHAPTERS Beteiligungen Verwaltungs GmbH
Stanza Management Beteiligungs GmbH
FIB Frankfurt International Bank AG

Past directorships and/or partnerships:
Software Circle plc (formerly Grafenia plc)

Mr Mohr owns 400,000 shares in the Company. Additionally CHAPTERS Group AG is a shareholder in the Company, owning 5,704,272 shares.

There is no further information on Mr Mohr required to be disclosed under Schedule Two, paragraph (g) of the AIM Rules for Companies.

For further information, please contact:

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About Naked Wines

Naked Wines is not just an online wine retailer; we're trailblazers on a mission to enable enthusiastic wine drinkers to enjoy great wine without the guesswork.

Founded in 2008, on the pillars of quality, choice and fair pricing, we set out to create the most inclusive wine club in the world - dedicated to transforming the wine-buying experience and empowering people to make their own wine choices, and championing world-class independent winemakers. We've proudly been delivering outstanding wines to our customers (who we call Angels) for over 16 years.

Our business model is simple yet innovative: Naked Wines funds the production costs for winemakers upfront, allowing them to focus on creating exceptional wines without the financial burdens of traditional wine production, while passing the resulting savings back to our customers.

The virtuous circle is a win-win for both wine lovers and winemakers, and enables us to deliver superior benefits to our customers:

- Better quality wine
- More choice
- Personalised wine recommendations
- Elimination of guesswork and uncertainty
- Fair payments for all involved

Our Angel customers in the UK, US and Australia have direct access to over 300 world-class independent winemakers and over 2,500 quality wines from 23 countries.

For more information visit **nakedwinesplc.co.uk** and **nakedwines.co.uk** or find us **@nakedwines**