For Immediate Release

5 February 2024

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

Naked Wines Announces New Group Chief Executive Officer

Naked is pleased to announce the appointment of Group Chief Executive Officer (Designate), Rodrigo Maza. Maza, Naked's UK Managing Director since September 2023, will work side-by-side with Rowan Gormley, Executive Chairman, over the next several months to ensure a successful transition, after which he will assume the Group CEO role permanently and Rowan will resume his previous role as Non-Executive Chairman. Maza will join the Board of Naked with immediate effect.

Since joining Naked in September 2023, Maza has quickly demonstrated his strategic capability and business acumen. He has extensive experience in the alcohol beverage industry at both larger and entrepreneurial businesses. Prior to Naked, he launched and scaled several on-line delivery businesses for alcoholic beverages across a range of e-commerce and subscription models, including AB InBev's TaDa Delivery in Latin America and PerfectDraft in Western Europe. He also held various executive roles at Grupo Modelo S.A. de C.V. and AB InBev.

Naked has greatly valued Maza's contribution to the business thus far and welcomes his future leadership. He has been working closely with Rowan and the executive team to define Naked's turnaround strategy. Alongside the Board, he will now lead its execution, leveraging his customer-centric approach and extensive experience of cross-functional teams to restore sustainable growth for the Company.

The Company has also appointed Emma Kamel, formerly COO of the UK business, to succeed Maza as General Manager of the UK business. Emma has over six years of experience with Naked, rising through the organization including as Commercial and Supply Chain Director.

Rowan Gormley, Executive Chairman, commented:

"We are delighted to welcome Maza as CEO Designate. In his short time with us he has proven his ability to energise his team to get Naked back on the growth path, and his previous experience has a compelling combination of entrepreneurial startups and big company best practice, both of which we are going to need."

Rodrigo Maza, Group CEO Designate, commented:

"I'm honoured and excited to accept the role of CEO Designate at Naked Wines. The value that Naked delivers to its customers and winemakers is clear and provides a solid foundation to build on. I look forward to working with the team across Naked and getting this amazing company to achieve its full potential."

Rodrigo Maza Stern (40) has held the following directorships in the past five years:

Current Directorships:

www.nakedwines.com Limited
Naked Wines Prepayments Trustee Company Limited
Naked Fine Wine Bonds Plc

Previous Directorships:
None

There are no other matters which are required to be disclosed in accordance with Rule 17 and paragraph (g) of Schedule Two of the AIM Rules for Companies. Maza currently does not own any shares in Naked.

For further information, please contact:

Naked Wines plc — **ir@nakedwines.com**
Rowan Gormley, Executive Chairman
James Crawford, Chief Financial Officer

Investec — **Tel: 0207 597 5970**
(NOMAD & Joint Corporate Broker)
David Flin / Ben Farrow

Jefferies International Limited — **Tel: 0207 029 8000**
(Joint Corporate Broker)
Ed Matthews / Harry Le May / Gill O'Driscoll

Instinctif Partners (PR Agency) — **Tel: 0207 457 2020 or 07931 598 593**
Damian Reece / Guy Scarborough