

2 April 2024

**Naked Wines plc**  
**("Naked Wines" or "Group")**

**Appointment of Rodrigo Maza as CEO**

Further to the announcement made on February 5th, Naked Wines is pleased to confirm the appointment of Rodrigo Maza as Group Chief Executive Officer effective from today, the first day of the Group's 2025 financial year.

The Group is also pleased to announce the appointment of Paul Calandrella as General Manager, Naked Wines USA. Paul will join the Group from mid-April bringing two decades of experience in consumer-focused roles in both brand and retail, including at Amazon, REI and, most recently, a venture-backed, re-commerce startup.

As planned, Rowan Gormley will now return to his previous role as non-executive Chairman and will continue to assist Maza and Paul with their handovers as necessary.

**For further information, please contact:**

**Naked Wines plc**

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**About Naked Wines plc**

Naked Wines connects everyday wine drinkers with the world's best independent winemakers.

Why? Because we think it's a better deal for everyone. Talented winemakers get the support, funding and freedom they need to make the best wine they've ever made. The wine drinkers who support them get much better wine at much better prices than traditional retail.

It's a unique business model. Naked Wines customers (who we call Angels) commit to a fixed prepayment each month which goes towards their next purchase. In turn, Naked funds the production costs for winemakers,

generating savings that are passed back to its customers. It creates a virtuous circle that benefits both wine drinker and winemaker.

Our mission is to change the way the whole wine industry works for the better. In the last financial year we served more than 792,000 Angels in the US, UK and Australia, making us a leading player in the fast-growing direct-to-consumer wine market.

Our customers have direct access to 293 of the world's best independent winemakers making over 2,000 quality wines in 22 different countries. We collaborate with some of the world's best independent winemakers like Matt Parish (Beringer, Stags' Leap) and eight-time Winemaker of the Year Daryl Groom (Penfolds Grange).