NEWS RELEASE

Board Changes

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Naked Wines PLC

09 December 2025

9 December 2025

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

Board Changes

Naked Wines (AIM: WINE) is pleased to announce the appointment of Susan Hooper as a Non-Executive Director with immediate effect. She has assumed the role of Senior Independent Director and Chair of the Remuneration Committee from Deirdre Runnette, who is stepping down from the Board with immediate effect.

Susan is a highly experienced Board Director with a proven track record across multiple sectors including business services, consumer, leisure and ESG. Susan is currently a Non-Executive Director of Uber UK, Moonpig Group Plc and Chapter Zero, which she co-founded in 2019. Her earlier career includes senior leadership roles at Centrica, PepsiCo International and Acromas Travel.

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

"We are delighted to welcome Susan Hooper to the Board. Susan brings a wealth of experience across consumer, ESG, and business services, and her leadership in sustainability and governance will be highly beneficial as Naked Wines continues to deliver on its strategic ambitions.

On behalf of the Board and the whole Company, I would like to thank Deirdre for her significant contribution to Naked over a very busy three year period. Her insights and expertise have been invaluable, and we wish her all the best as she refocuses on her executive career."

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

Ms Susan Mary Hooper, aged 65, has held the following directorships and/or partnerships in the past five years:

Current directorships	Past directorships (last 5 years)
Chapter Zero Limited	The Rank Group PLC
Uber London Limited	Affinity Water Ltd
Moonpig Group Plc	Uber Britannia Ltd
	Carbon Gap Ltd
	W.A.G Payments Solutions PLC
	AWPAPM Limited

Susan Hooper owns no Ordinary Shares in the Company.

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

For further information, please contact:

Naked Wines plc — **IR@nakedwines.com**
Rodrigo Maza, Chief Executive Officer
Dominic Neary, Chief Financial Officer
Catherine Miles, Investors Relations

Panmure Liberum (Nomad & Joint Broker) — Tel: 0203 100 2222
Ed Thomas / John More / Dru Danford

Vigo Consulting (Financial PR) — Tel: 0207 390 0230
Guy Scarborough / Damian Reece / Tim McCall

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**

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