NEWS RELEASE

Director/PDMR Shareholding

10/13/2020

RNS Number : 8336B

Naked Wines PLC

13 October 2020

Naked Wines plc

For Immediate Release

13 October 2020

Naked Wines plc
(the "Company")

Director/PDMR Shareholding

Naked Wines plc announces that Nicholas Devlin, Chief Executive Officer, has bought the following ordinary shares of 7.5 pence each in the Company ("Ordinary Shares"):

Number of Ordinary Shares	Date of purchase	Price (pence)
8,250	09 October 2020	420.00
2,030	12 October 2020	438.79

Following the purchase, Mr. Devlin's beneficial interest in the Company and that of persons closely associated with him will be 65,480* Ordinary Shares representing approximately 0.09% of the issued share capital of the Company.

* Note: This figure includes 957 Ordinary Shares distributed to Mr. Devlin and persons closely associated with him as part of the Company's dividend reinvestment plan on 30 January 2020, 21 December 2018 and 15 August 2018, respectively. These Ordinary Shares are held through a corporate nominee account and have now been added to the total beneficial interest in the Company held by Mr. Devlin and persons closely associated with him.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them:

DIRECTOR/PDMR SHAREHOLDING

1	**Details of the person discharging managerial responsibilities/person closely associated**	
a)	Name	Nicholas Devlin
2	**Reason for the notification**	
a)	Position/status	Chief Executive Officer Naked Wines plc
b)	Initial notification/ Amendment	Initial Notification

3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	Naked Wines plc
b)	LEI	213800IYPFIRRQQE9R62
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 Identification code	Ordinary Shares of 7.5p GB00B021F836
b)	Nature of the transaction	a) Purchase b) Purchase c) Dividend reinvestment plan d) Dividend reinvestment plan e) Dividend reinvestment plan

c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>a) £4.3879 b) £4.20 c) N/A d) N/A e) N/A</td><td>a) 2,030 b) 8,250 c) 680 d) 106 e) 171</td></tr></table>
d)	Aggregated information –Aggregated volume –Price	 11,237 a) £4.39 b) £4.20 c) N/A d) N/A e) N/A
e)	Date of the transaction	a) 12 October 2020 b) 09 October 2020 c) 30 January 2020 d) 21 December 2018 e) 15 August 2018
f)	Place of the transaction	London Stock Exchange (XLON); AIM Market

For further information, please contact:

Naked Wines plc Nick Devlin, Chief Executive Officer James Crawford, Chief Financial Officer	**ir@nakedwines.com**
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