NEWS RELEASE

Director/PDMR Shareholding

11/22/2019

RNS Number : 4275U

Naked Wines PLC

22 November 2019

Naked Wines plc

For Immediate Release

22 November 2019

Naked Wines plc
("the Company")

DIRECTOR/PDMR SHAREHOLDING

Naked Wines plc announces that Jennifer Crawford, a person closely associated with James Crawford, bought ordinary shares of 7.5p each ("Ordinary Shares") as follows:

10,000 Ordinary Shares at a price of £2.2 pence per Ordinary Share

Following the transfer, Mr. Crawford's beneficial interest in the Company and that of

persons closely associated with him will be 138,499 Ordinary Shares representing approximately 0.19% of the issued share capital of the Company.

NAKED WINES plc

DIRECTOR/PDMR SHAREHOLDING

1	**Details of the person discharging managerial responsibilities/person closely associated**	
a)	Name	James Crawford / Jennifer Crawford
2	**Reason for the notification**	
a)	Position/status	Chief Financial Officer
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**	

<table>
<tr><td></td><td></td><td></td></tr>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument

Identification code</td><td>Ordinary Shares of 7.5p

GB00B021F836</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Purchase</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£2.2</td><td>10,000</td></tr><tr><td></td><td></td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information

– Aggregated volume

– Price</td><td>10,000 ordinary shares of 7.5 pence (bought) at £2.2 per ordinary share

10,000 ordinary shares

£2.2 per ordinary share</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>22 November 2019</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange (XLON); AIM Market</td></tr>
</table>

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