NEWS RELEASE

Director/PDMR Shareholding

4/27/2017

RNS Number : 5846D

Majestic Wine PLC

27 April 2017

For Release
27 April 2017

Immediate

Majestic Wine PLC
("Majestic")

Issue of deferred consideration shares
Director/PDMR Shareholdings

As announced on 25 April 2017, return on investment performance conditions relating to the deferred contingent consideration for the first year of the Naked Wines acquisition earn-out have been met in full.

In line with the timing and amounts outlined in the 2015 acquisition agreement, 434,115 new ordinary shares of 7.5p each in the Company ("Ordinary Shares") have now been issued to 29 members of Naked Wines management through an Employee Benefit Trust.

Four PDMR's (Persons Discharging Managerial Responsibilities) are included in the 29 members of the management team and have notified the Company of the following transactions in order to cover Tax and National Insurance liabilities:

Name	Title	Number of	Number of	Sale price per	Total number of

		Ordinary Shares awarded	Ordinary Shares sold to cover tax liabilities	Ordinary Share	Ordinary Shares held
James Crawford	Chief Financial Officer	53,614	25,294	£3.72	42,320
Derek Hardy	Chief Technology Officer	85,729	35,563	£3.72	86,148
Eamon Fitzgerald	Managing Director Naked Wines UK	70,547	33,281	£3.72	37,266
Greg Banbury	Managing Director Naked Wines Australia	2,707	1,340	£3.72	25,686

In addition, following the satisfaction of performance criteria, a third of the following PDMR's consideration shares that were issued at the time of the acquisition in 2015 but were restricted from being traded, have now become unrestricted:

Name	Title	Number of Ordinary Shares unrestricted	Total number of Ordinary Shares held
Rowan Gormley	Chief Executive Officer	1,724,345	4,528,881
Derek Hardy	Chief Technology Officer	9,853	86,148
Luke Jecks	Managing Director Naked Wines USA	102,995	308,985
Greg Banbury	Managing Director Naked Wines Australia	8,106	25,686

The notifications below are provided in accordance with the requirements of Article 19 of the EU Market Abuse Regulations.

For further information, please contact:

Majestic Wine PLC **Tel: 01923 298 200**
Rowan Gormley, Chief Executive Officer
James Crawford, Chief Financial Officer
Gabriella Clinkard, Public & Investor Relations **Tel: 07891 206239**
gabby.clinkard@majestic.co.uk

Investec (NOMAD & Joint Broker) **Tel: 0207 597 5970**
Garry Levin / David Flin / David Anderson/Carlton Nelson

Liberum (Joint Broker) **Tel: 020 3100 2222**
Peter Tracey / Anna Hartropp / Richard Bootle

MAJESTIC WINE PLC

DIRECTOR/PDMR SHAREHOLDING

1	**Details of the person discharging managerial responsibilities/person closely associated**	
a)	Name	James 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	Majestic Wine PLC
b)	LEI	213800PRRI453CKM5429
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>1) Vesting of Naked Wines acquisition incentive award shares
2) Sale of Ordinary Shares to meet tax and National Insurance liabilities</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>1) Nil
2) GBP 3.72</td><td>1) Shares awarded: 53,614

2) Shares sold: 25,294</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information

– Aggregated volume

– Price</td><td>

2) 25,249

2) 372p</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>27 April 2017</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange (XLON); AIM Market</td></tr>
</table>

DIRECTOR/PDMR SHAREHOLDING

<table>
<tr><td>1</td><td colspan="2">Details of the person discharging managerial responsibilities/person closely associated</td></tr>
<tr><td>a)</td><td>Name</td><td>Derek Hardy</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/status</td><td>Chief Technology Officer</td></tr>
<tr><td>b)</td><td>Initial notification/ Amendment</td><td>Initial Notification</td></tr>
<tr><td>3</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
<tr><td>a)</td><td>Name</td><td>Majestic Wine PLC</td></tr>
<tr><td>b)</td><td>LEI</td><td>213800PRRI453CKM5429</td></tr>
<tr><td>4</td><td colspan="2">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</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>1) Vesting of Naked Wines acquisition incentive award shares
2) Sale of Ordinary Shares to meet tax and National Insurance liabilities</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>1) Nil</td><td>1) Shares awarded: 25,720</td></tr></table></td></tr>
</table>

		2) GBP 3.72 — 85,729 2) Shares sold: 35,563
d)	Aggregated information – Aggregated volume – Price	2) 35,563 2) 372p
e)	Date of the transaction	27 April 2017
f)	Place of the transaction	London Stock Exchange (XLON); AIM Market

MAJESTIC WINE PLC

DIRECTOR/PDMR SHAREHOLDING

1	**Details of the person discharging managerial responsibilities/person closely associated**	
a)	Name	Eamon Fitzgerald
2	**Reason for the notification**	
a)	Position/status	Managing Director, Naked Wines UK
b)	Initial notification/ Amendment	Initial Notification
3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	Majestic Wine PLC
b)	LEI	213800PRRI453CKM5429

<table>
<tr><td>4</td><td colspan="2">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</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>1) Vesting of Naked Wines acquisition incentive award shares
2) Sale of Ordinary Shares to meet tax and National Insurance liabilities</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>1) Nil
2) GBP 372p</td><td>1) Shares awarded: 70,547

2) Shares sold: 33,281</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information

– Aggregated volume

– Price</td><td>

2) 33,281

2) 372p</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>27 April 2017</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange (XLON); AIM Market</td></tr>
</table>

MAJESTIC WINE PLC

DIRECTOR/PDMR SHAREHOLDING

1	**Details of the person discharging managerial responsibilities/person closely associated**	
a)	Name	Greg Banbury
2	**Reason for the notification**	
a)	Position/status	Managing Director, Naked Wines Australia
b)	Initial notification/ Amendment	Initial Notification
3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	Majestic Wine PLC
b)	LEI	213800PRRI453CKM5429
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	1) Vesting of Naked Wines acquisition incentive award shares 2) Sale of Ordinary Shares to meet tax and National Insurance liabilities
c)	Price(s) and volume(s)	

		Price(s)	Volume(s)
		1) Nil 2) GBP 3.72	1) Shares awarded: 2,707 2)Shares sold: 1,340
d)	Aggregated information – Aggregated volume – Price	2) 1,340 2) 372p	
e)	Date of the transaction	27 April 2017	
f)	Place of the transaction	London Stock Exchange (XLON); AIM Market	

This information is provided by RNS
The company news service from the London Stock Exchange

END

DSHSEEFDWFWSEFL