NEWS RELEASE

Director/PDMR Shareholding

7/22/2021

RNS Number : 1177G

Naked Wines PLC

22 July 2021

Naked Wines plc

For Immediate Release

21 July 2021

Naked Wines plc

(the "Company")

Director/PDMR Shareholdings

Naked Wines plc announces that Darryl Rawlings, Non-Executive Director of the Company, has bought 15,868 ordinary shares of 7.5 pence each in the Company at a price of $11.028 per ordinary share on 19 July 2021.

Following the purchase, Mr Rawlings's beneficial interest in the Company and that of persons closely associated with him will be 15,868 ordinary shares representing approximately 0.02% of the issued share capital of the Company.

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	Darryl Rawlings
2	**Reason for the notification**	
a)	Position/status	Non-Executive Director
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>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 of Ordinary Shares</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>$11.028</td><td>15,868</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information
- Aggregated volume

- Price</td><td>n/a</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>19 July 2021</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>US OTC market</td></tr>
</table>

For further information, please contact:

Naked Wines plc Nick Devlin, Chief Executive Officer Shawn Tabak, Chief Financial Officer	**ir@nakedwines.com**
Investec **(NOMAD & Joint Corporate Broker)** David Flin / Carlton Nelson / Ben Farrow	**Tel: 0207 597 5970**
Jefferies International Limited **(Joint Corporate Broker)** Ed Matthews / David Genis / Harry Clements	**Tel: 0207 029 8000**
Instinctif Partners (PR Agency) Damian Reece / Guy Scarborough / Sarah Hourahane	**Tel: 0207 457 2020 or 07917 178 920**

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