NEWS RELEASE

Director/PDMR Shareholding

7/31/2020

RNS Number : 6858U

Naked Wines PLC

31 July 2020

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Naked Wines plc

For Immediate Release

31 July 2020

Naked Wines plc
(the "Company")

Grant of awards under existing Share Incentive Plan and Long Term Incentive Plan
Director/PDMR Shareholdings

Naked Wines plc announces that the following conditional share awards have been granted to staff:

- Conditional share awards over a total of 89,201 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares") were granted to employees

pursuant to the Company's Share Incentive Plan ("SIP").

- Conditional share awards over a total of 765,500 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares") were granted to certain employees pursuant to the Company's Long Term Incentive Plan ("LTIP").

The number of shares subject to the LTIP awards has been determined by reference to the preceding three-month average price of a share on the London Stock Exchange on 29 July 2020 (395 pence per Ordinary Share).

The LTIP awards will normally vest on the third anniversary of the date of grant, subject to meeting certain strategic, operational, financial and shareholder return performance criteria and the continued employment of the participant. Clawback provisions contained in the rules of the LTIP can be applied to awards made to all participants

Included in the list of employees the below PDMR (Person Discharging Managerial Responsibilities) and PCA (Person Closely Associated with a PDMR) received the following conditional awards:

Name	**Title**	**Total Number of Ordinary Shares conditionally awarded**	**Total Number of Ordinary Shares held subject to LTIP and SIP awards**
Nicholas Devlin	Chief Executive Officer Naked Wines plc	137,619 **(2)**	277,715 **(3)**
Lucy Devlin (1)	VP Planning, Procurement & Customer Experience Nakedwines.com, Inc.	11,356 **(2)**	29,585 **(3)**
James Crawford	Chief Financial Officer Naked Wines plc	54,001	170,867

(3) Lucy Devlin is a PCA with Nicholas Devlin

(2) The total number of Ordinary Shares conditionally awarded to Nicholas Devlin and Lucy Devlin amounts in aggregate to 148,975

(3) The total number of Ordinary Shares held by Nicholas Devlin and Lucy Devlin subject to LTIP and SIP awards amounts in aggregate 307,300

Following these grants the Company has a total of 73,138,446 Ordinary Shares in issue. There are 1,925,413 unvested conditional share awards under the Company's employee share schemes (4), equating to approximately 2.63% of the issued ordinary share capital of the Company.

The Company does not hold any Ordinary Shares in treasury. Therefore, the total number of voting rights in the Company is 73,138,446.

The figure of 73,138,446 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest, or of a change to their interest, in the Company under the FCA's Disclosure and Transparency Rules.

(4) The shares in the Share Incentive Plan (UK) are issued and held in trust and thus are not included in the calculation of the unvested conditional share awards

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	1) Nicholas Devlin (PDMR) 2) Lucy Devlin (PCA)
2	**Reason for the notification**	
a)	Position/status	1) Chief Executive Officer Naked Wines plc 2) VP Planning, Procurement & Customer Experience Nakedwines.com, Inc.
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	Grant of conditional share awards under the Company's LTIP and SIP to (1) PDMR and (2) PCA with PDMR
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>1) N/A</td><td>1) 137,619</td></tr><tr><td>2) N/A</td><td>2) 11,356</td></tr></table>
d)	Aggregated information	

	–Aggregated volume –Price	148,975 N/A
e)	Date of the transaction	30 July 2020
f)	Place of the transaction	London Stock Exchange (XLON); AIM Market

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 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	Grant of conditional share awards under the Company's LTIP and SIP
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>N/A</td><td>54,001</td></tr><tr><td></td><td></td></tr></table>
d)	Aggregated information - Aggregated volume - Price	 N/A N/A
e)	Date of the transaction	30 July 2020
f)	Place of the transaction	London Stock Exchange (XLON); AIM Market

For further information, please contact:

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