NEWS RELEASE

Director/PDMR Shareholding

8/16/2019

RNS Number : 3158J

Naked Wines PLC

16 August 2019

Naked Wines plc

For Immediate Release

16 August 2019

Naked Wines plc
("the Company")

Issue of deferred consideration shares
Director/PDMR Shareholdings

The Board of Naked Wines plc are pleased to announce that the Naked Wines business has again met in full the Return on Investment performance conditions relating to the deferred contingent consideration for the third, and final, year of the acquisition earn-out period.

In line with the amounts outlined in the 2015 acquisition agreement, 172,657 new ordinary shares of 7.5p each in the Company ("Ordinary Shares") have now been issued to 5 members of the management team through an Employee Benefit Trust.

4 PDMR's (Persons Discharging Managerial Responsibilities) are included in the 5 members of the management team and have notified the Company of the following transactions, to cover tax and national insurance liabilities:

Name	**Title**	**Number of Ordinary Shares awarded**	**Number of Ordinary Shares sold to cover tax liabilities**	**Sale price per Ordinary Share**	**Total number of Ordinary Shares held**
James Crawford	Chief Financial Officer - Naked Wines plc	53,614	25,259	£2.65053	*113,499 (*Including persons closely associated)
Joshua Lincoln Creese	Managing Director Majestic Wine Warehouses Limited	10,814	4,466	£2.65053	20,148
Nicholas Devlin	Chief Operating Officer - Naked Wines plc	15,000	6,004	£2.65053	24,345
Derek Hardy	Chief Technology Officer - Naked Wines plc	85,729	37,412	£2.65053	159,049

In addition, following the satisfaction of performance criteria, an additional 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	Number of Ordinary Shares sold to cover tax liabilities	Sale price per Ordinary Share	Total number of Ordinary Shares held
Rowan Gormley	Chief Executive Officer Naked Wines plc	1,080,191	500,000	£2.78504	3,894,581

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

For further information, please contact:

Naked Wines plc **Tel: 01923 298 200**

Rowan Gormley, Chief Executive Officer **investor.relations@majestic.co.uk**

James Crawford, Chief Financial Officer

Investec (NOMAD & Broker) **Tel: 0207 597 5970**

David Flin / Carlton Nelson / David Anderson

Instinctif Partners (PR Agency) **Tel: 0207 457 2020**

Damian Reece

NAKED WINES 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	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

<table>
<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 2.65053</td><td>1) Shares awarded: 53,614
2) Shares sold: 25,259</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information
– Aggregated volume
– Price</td><td>1) 25,259
2) GBP 2.65053</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>15 August 2019</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange (XLON); AIM Market</td></tr>
</table>

NAKED WINES plc

DIRECTOR/PDMR SHAREHOLDING

1	**Details of the person discharging managerial responsibilities/person closely associated**

<table>
<tr><td>a)</td><td>Name</td><td>Joshua Lincoln Creese</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/status</td><td>Managing Director - Majestic Wine Warehouses Limited</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>Naked Wines plc</td></tr>
<tr><td>b)</td><td>LEI</td><td>213800IYPFIRRQQE9R62</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>3) Vesting of Naked Wines acquisition incentive award shares
4) 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><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>3) Nil
4) GBP 2.65053</td><td>3) Shares awarded: 10,814
4) Shares sold: 4,466</td></tr></table></td></tr>
</table>

d)	Aggregated information – Aggregated volume – Price	1) 4,466 2) GBP 2.65053
e)	Date of the transaction	15 August 2019
f)	Place of the transaction	London Stock Exchange (XLON); AIM Market

NAKED WINES plc

DIRECTOR/PDMR SHAREHOLDING

1	**Details of the person discharging managerial responsibilities/person closely associated**	
a)	Name	Derek Hardy
2	**Reason for the notification**	
a)	Position/status	Chief Technical 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

<table>
<tr><td></td><td></td><td></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>5) Vesting of Naked Wines acquisition incentive award shares
6) 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>5) Nil
6) GBP 2.65053</td><td>5) Shares awarded: 85,729
6) Shares sold: 37,412</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information

– Aggregated volume

– Price</td><td>1) 37,412

2) GBP 2.65053</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>15 August 2019</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange (XLON); AIM Market</td></tr>
</table>

NAKED WINES plc

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 Operating 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**	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of 7.5p GB00B021F836
b)	Nature of the transaction	7) Vesting of Naked Wines acquisition incentive award shares 8) Sale of Ordinary Shares to meet tax and National

<table>
<tr><td></td><td></td><td>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>7) Nil
8) GBP 2.65053</td><td>7) Shares awarded: 15,000

8) Shares sold: 6,004</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information

– Aggregated volume

– Price</td><td>1) 6,004

2) GBP 2.65053</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>15 August 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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