NEWS RELEASE

Director/PDMR Shareholding

8/20/2019

RNS Number : 6835J

Naked Wines PLC

20 August 2019

Naked Wines plc

For Immediate Release

20 August 2019

Naked Wines plc
("the Company")

DIRECTOR/PDMR SHAREHOLDING

Naked Wines plc announces that James Crawford, Chief Financial Officer, and persons closely associated with him, bought ordinary shares of 7.5p each ("Ordinary Shares") as follows:

15 000 Ordinary Shares at a price of £2.6652 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 128,499 Ordinary Shares representing approximately 0.1 % 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	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	Ordinary Shares of 7.5p

<table>
<tr><td></td><td>instrument, type of instrument

Identification code</td><td>

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>£2.6652</td><td>15 000</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information

– Aggregated volume

– Price</td><td>15 000 ordinary shares of 7.5 pence (bought) at £2.6652 per ordinary share

15 000 ordinary shares

£2.6652 per ordinary share</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>20 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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