NEWS RELEASE

Director/PDMR Shareholding

8/9/2021

RNS Number : 9883H

Naked Wines PLC

09 August 2021

For Immediate Release

09 August 2021

Naked Wines plc
(the "Company")

Grant of equity awards to Non-Executive Director
Director/PDMR Shareholdings

Naked Wines plc announces that the following conditional share awards have been granted to the Chairman of the Company, Darryl Rawlings, as remuneration as Chairman and in relation to a co-investment agreement:

- A conditional share award over a total of 49,194 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares") ("Base Award"), being the equivalent value of three years' worth of annual remuneration. The Base Award will vest in equal one-third tranches on 09 August 2022, 09 August 2023 and 09 August 2024, respectively, subject to continued service and a post-vesting holding period expiring on 08 August 2025.

- A conditional share award over a total of 15,868 Ordinary Shares ("Matching

Award"), representing an equivalent number of Ordinary Shares purchased by Darryl Rawlings in the Company's prior to the date of the award. The Matching Award will vest on 09 August 2024, subject to continued service and a post-vesting holding period expiring on 08 August 2025

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 Chairman
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>Grant of conditional share awards as remuneration on appointment as Chairman</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>1) N/A</td><td>1) 49,194</td></tr><tr><td>2) N/A</td><td>2) 15,868</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information

–Aggregated volume

–Price</td><td>

65,062

N/A</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>06 August 2021</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange (XLON); AIM 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**

About Naked Wines plc

Naked Wines connects everyday wine drinkers with the world's best independent winemakers.

Why? Because we think it's a better deal for everyone. Talented winemakers get the support, funding and freedom they need to make the best wine they've ever made. The wine drinkers who support them get much better wine at much better prices than traditional retail.

It's a unique business model. Naked Wines customers commit to a fixed prepayment each month which goes towards their next purchase. Naked in turn funds the production costs for winemakers, generating savings that are passed back to its customers. It creates a virtuous circle that benefits both wine drinker and winemaker.

Our mission is to change the way the whole wine industry works for the better. In the last year, we have served more than 850,000 Angel members in the US, UK and Australia, making us a leading player in the fast-growing direct-to-consumer wine market.

Our customers (who we call Angels) have direct access to 235 of the world's best independent winemakers making over 1,500 quality wines in 19 different countries. We collaborate with some of the world's best independent winemakers like Matt Parish (Beringer, Stags' Leap) and 8-time Winemaker of the Year Daryl Groom (Penfolds Grange).

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