NEWS RELEASE

Director/PDMR Shareholding

2024-10-11

RNS Number : 8638H

Naked Wines PLC

11 October 2024

For Immediate Release

11 October 2024

Naked Wines plc
(the "Company")

Director/PDMR Shareholding

The Board of Naked Wines announces that Eschler Global Fund SPC - Colebrooke Opportunities Fund SP, a person closely associated with Jack Pailing, a Non-Executive Director of the Company, has purchased 100,000 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares").

Following the sale and purchase of shares, Mr. Pailing's beneficial interest in the Company and that of persons closely associated with him is 823,654 Ordinary Shares representing approximately 1.11% 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	Eschler Global Fund SPC - Colebrooke Opportunities Fund SP

<table>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/Status</td><td>Person closely associated with Jack Pailing, Non-Executive Director</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>Purchase of Ordinary Shares</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><td></td><td>Price</td><td>Volume(s)</td></tr><tr><td>(1)</td><td>£0.591381</td><td>29,831</td></tr><tr><td>(2)</td><td>£0.584594</td><td>70,169</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregate information

Aggregated volume

Aggregated Price</td><td>

100,000 Ordinary Shares

£58,661.86</td></tr>
<tr><td>e)</td><td>Date of transaction</td><td>9 October 2024</td></tr>
<tr><td>f)</td><td>Place of transaction</td><td>London Stock Exchange (XLON); AIM</td></tr>
</table>

For further information, please contact:

Naked Wines plc
Rodrigo Maza, Chief Executive Officer
James Crawford, Chief Financial Officer

ir@nakedwines.com

Investec
(NOMAD & Joint Corporate Broker)
David Flin / Ben Farrow

Tel: 0207 597 5970

Jefferies International Limited **Tel: 0207 029 8000**
(Joint Corporate Broker)
Ed Matthews / Harry Le May / Gill O'Driscoll

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