NEWS RELEASE

Director/PDMR Shareholding

2026-07-23

RNS Number : 6334N

Naked Wines PLC

23 July 2026

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Naked Wines Plc
(the "Company")

Director/PDMR Dealing

The Board of Naked Wines announces that Eschler Global Fund SPC - Colebrooke Opportunities Fund SP, a person closely associated with Jack Pailing, Non-Executive Chair of the Company, has today purchased 20,000 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares").

Following the purchase of shares, Mr. Pailing's beneficial interest in the Company and that of persons closely associated with him is 1,084,593 Ordinary Shares representing approximately 1.51% 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

1.	Details of PDMR / person closely associated with them ('PCA')	
a)	Name	Eschler Global Fund SPC - Colebrooke Opportunities Fund SP
2.	Reason for the Notification	
a)	Position / status	Person closely associated with Jack Pailing, Non-Executive Chair

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	Ordinary shares of 7.5p	
	Identification code	GB00B021F836	
b)	Nature of the transaction	Acquisition of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.7478	20,000
d)	Aggregated information: Aggregated volume Price	 20,000 £14,956.00	
e)	Date of the transaction	23 July 2026	
f)	Place of the transaction	London Stock Exchange (XLON); AIM	

For further information, please contact:

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Rodrigo Maza, Chief Executive Officer
Dominic Neary, Chief Financial Officer
Catherine Miles, Investor Relations

Panmure Liberum (Nomad and Broker) Tel: 0203 100 2222
Ed Thomas / John More / Dru Danford

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Guy Scarborough / Damian Reece

About Naked Wines

Naked Wines is not just an online wine retailer; we help wine drinkers experience better wine, made by independent winemakers, without compromise.

Founded in 2008, we set out to change how wine is bought and sold - funding world-class independent winemakers directly so they can focus entirely on their craft, and connecting them with the customers who value it. Most of those

customers we call out 'Angels', and we've been delivering outstanding wines to them for over 18 years.

Our model is simple but distinctive. Naked Wines funds independent winemakers' production costs upfront, freeing them from the financial burden of traditional production to take creative risks and make exceptional wine. Because we back them directly, our Angels gain access to proprietary, award-winning wines they can't buy anywhere else - at fair prices that reflect the value of cutting out the traditional supply chain. It's a virtuous cycle: the more Angels back winemakers, the more great wine there is to enjoy, and the stronger the community becomes.

This is what sets Naked apart. We aren't built to compete at the cheapest, most discount-driven end of the market. We win with customers who value craft, provenance and proximity to the people who make their wine - a community they actively choose to belong to, rather than simply transact with.

For our Angels in the UK, US and Australia, that means:

- Better wine, made by independent winemakers
- Over 2,500 exclusive wines they can't get elsewhere, from c.280 winemakers across 20 countries
- A direct connection to the makers - the craft, provenance and stories behind every bottle
- Personalised recommendations that take the guesswork out of buying wine

For more information visit **nakedwinesplc.co.uk** and **nakedwines.co.uk** or find us **@nakedwines**

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