NEWS RELEASE

Grant of Share Options / PDMR Notification

2026-02-02

RNS Number : 3772R

Naked Wines PLC

02 February 2026

2 February 2026

Naked Wines Plc
(the "Company")

Grant of Share Options / PDMR Notification

The Board of Naked Wines announces that on 30 January 2026 the Board granted a total of 1,726,971 new share options (the "**Options**") over ordinary shares of 7.5 pence each ("**Ordinary Shares**") in the Company under the 2023 Naked Wines Long-Term Incentive Plan (the "**Plan**"). 172,696 of the Options are nil-cost options ("**Nil-Cost Options**") and the balance of 1,554,275 are exercisable at £0.76 each ("**Market Value Options**").

Following this grant of Options, Naked Wines has 5,761,213 unvested shares in issue, of which 1,741,313 are options and 4,019,900 are restricted stock units, representing approximately 8,03 per cent of the Company's issued share capital.

90,460 Nil-Cost Options and 814,144 Market Value Options were granted to Rodrigo Maza, Chief Executive Officer and 82,236 Nil-Cost Options and 740,131 Market Value Options were granted to Dominic Neary, Chief Financial Officer.

The grant date of the Options is 1 April 2025. All the Options shall vest on 31 March 2028 if certain performance criteria related to continued employment with the Company, growth in Adjusted EBITDA, Free Cashflow per share, and Return on Equity and Cash are met. In addition, the Market Value Options are subject to a share price hurdle. Vesting outcomes will be determined by the Board following the end of the performance period, based on audited results and in accordance with the Plan rules. Following vesting, the Options will have an exercise period of anytime up until 31 March 2035 before expiry.

Notifications have been made in accordance with the requirements of the UK Market Abuse Regulation and are set out below.

For further information, please contact:

Naked Wines plc **IR@nakedwines.com**
Rodrigo Maza, Chief Executive Officer
Dominic Neary, Chief Financial Officer
Catherine Miles / Libby Bundock

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

Vigo Consulting (Financial PR) Tel: 0207 390 0230
Guy Scarborough / Damian Reece / Tim McCall

About Naked Wines

Naked Wines is not just an online wine retailer; we're trailblazers on a mission to enable enthusiastic wine drinkers to enjoy great wine without the guesswork.

Founded in 2008, on the pillars of quality, choice and fair pricing, we set out to create the most inclusive wine club in the world - dedicated to transforming the wine-buying experience and empowering people to make their own wine choices, and championing world-class independent winemakers. We've proudly been delivering outstanding wines to our customers (who we call Angels) for over 16 years.

Our business model is simple yet innovative: Naked Wines funds the production costs for winemakers upfront, allowing them to focus on creating exceptional wines without the financial burdens of traditional wine production, while passing the resulting savings back to our customers.

The virtuous circle is a win-win for both wine lovers and winemakers, and enables us to deliver superior benefits to our customers:

- Better quality wine
- More choice
- Personalised wine recommendations
- Elimination of guesswork and uncertainty
- Fair payments for all involved

Our Angel customers in the UK, US and Australia have direct access to over 300 world-class independent winemakers and over 2,500 quality wines from 23 countries.

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

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	Rodrigo Maza
2.	Reason for the Notification	
a)	Position / status	Chief Executive 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	Ordinary shares of 7.5p	
	Identification code	GB00B021F836	
b)	Nature of the transaction	Grant of options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Exercise price of £0.00	90,460
		Exercise price of £0.76	814,144
d)	Aggregated information: Aggregated volume Price	n/a	
e)	Date of the transaction	30 January 2026	
f)	Place of the transaction	Outside of a trading venue	

1.	Details of PDMR / person closely associated with them ('PCA')	
a)	Name	Dominic Neary
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	Ordinary shares of 7.5p

	Identification code	GB00B021F836	
b)	Nature of the transaction	Grant of options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Exercise price of £0.00	82,236
		Exercise price of £0.76	740,131
d)	Aggregated information: Aggregated volume Price	n/a	
e)	Date of the transaction	30 January 2026	
f)	Place of the transaction	Outside of a trading venue	

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact **rns@lseg.com** or visit **www.rns.com**.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our **Privacy Policy**.

END

DSHZZGGZKZFGVZM