NEWS RELEASE

Issue of Shares and Director/PDMR Shareholding

7/23/2020

RNS Number : 8198T

Naked Wines PLC

22 July 2020

Naked Wines plc

For Immediate Release

23 July 2020

Naked Wines plc
(the "Company")

Issue of shares under existing Long Term Incentive Plan
Director/PDMR Shareholdings

The Board of Naked Wines plc are pleased to announce that the performance conditions relating to the conditional share award granted under the Company's Long Term Incentive Plan ("LTIP") to certain employees of the Company in July 2016 were partly met. As a result, 99,113 new ordinary shares of 7.5p each in the Company ("Ordinary Shares") have been issued to a number of employees of the Company through an Employee Benefit Trust.

The below Person Discharging Managerial Responsibilities ("PDMR") are included in the

members of the management team being issued shares under the LTIP and have notified the Company of the following transactions, to cover tax and national insurance liabilities:

Name	**Title**	**Total Number of Ordinary Shares issued under LTIP**	**Number of Ordinary Shares sold to cover tax liabilities**	**Sale price per Ordinary Share**	**Total Number of Ordinary Shares held***
Nicholas Devlin	Chief Executive Officer Naked Wines plc	5,808	2,031	£4.009975	45,250
James Crawford	Chief Financial Officer Naked Wines plc	28,680	13,507	£4.009975	153,672

*** Including persons closely associated**

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	Nicholas Devlin
2	**Reason for the notification**	
a)	Position/status	Chief Executive Officer Naked Wines plc

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 Identification code	Ordinary Shares of 7.5p GB00B021F836	
b)	Nature of the transaction	1) Vesting of share awards under the Company's LTIP 2) Sale of Ordinary Shares to meet tax and National Insurance liabilities	
c)	Price(s) and volume(s)	Price(s)	Volume(s)

		1) Nil	1) Shares awarded: 5,808
		2) £4.009975	2) Shares sold: 2,031
d)	Aggregated information - Aggregated volume - Price	n/a	
e)	Date of the transaction	22 July 2020	
f)	Place of the transaction	London Stock Exchange (XLON); AIM Market	

DIRECTOR/PDMR SHAREHOLDING

1	**Details of the person discharging managerial responsibilities/person closely associated**	
a)	Name	James Crawford
2	**Reason for the notification**	
a)	Position/status	Chief Financial Officer Naked Wines plc
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 Identification code	Ordinary Shares of 7.5p GB00B021F836
b)	Nature of the transaction	1) Vesting of share awards under the Company's LTIP 2) Sale of Ordinary Shares to meet tax and National Insurance liabilities
c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>1) Nil</td><td>1) Shares awarded: 28,680</td></tr><tr><td>2) £4.009975</td><td>2) Shares sold: 13,507</td></tr></table>
d)	Aggregated information - Aggregated volume - Price	n/a

e)	Date of the transaction	22 July 2020
f)	Place of the transaction	London Stock Exchange (XLON); AIM Market

For further information, please contact:

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Nick Devlin, Chief Executive Officer

James Crawford, Chief Financial Officer

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(NOMAD & Joint Corporate Broker)

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Instinctif Partners (PR Agency) **Tel: 0207 457 2020 or 07917 178 920**

Damian Reece / Guy Scarborough

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