NEWS RELEASE

Naked Wines PLC - Alabama opens for shipments from Naked Wines

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Naked Wines PLC

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Naked Wines plc

("Naked Wines" or "Group")

Alabama opens for shipments from Naked Wines

Naked Wines is pleased to announce it has commenced shipment of wines to customers in the state of Alabama, increasing its US distribution to 43 states and the District of Columbia. The addition of Alabama to Naked Wines' footprint, following regulatory change to provide licenses to out-of-state shippers, is the latest expansion of service for the USA's largest direct-to-consumer wine business.

Naked Wines is the global leader in the fast-growing direct-to-consumer wine market, with over 350,000 members across the USA and over 945,000 members globally. Naked Wines' expansion into Alabama will add to its $20 billion total addressable market in the USA.

In 2021, the Alabama legislature approved a new license for out-of-state

wineries, allowing those wineries to ship wines directly to Alabama residents. Alabama is the most recent state to make a direct shipper license available to out-of-state wineries, following Kentucky in 2021 and Oklahoma in 2018.

Alabama has a population of c.5 million, and Naked Wines US has now launched sales to the state on its website with an exclusive welcome offer available for all Alabama residents at **https://us.nakedwines.com/special-offer-alabama**

Nick Devlin, Group Chief Executive, commented:

"We're delighted to be able to connect Alabaman wine lovers directly to our portfolio of world-class independent wine makers. This is another positive step expanding consumer access to our exclusive range of award-winning wines."

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For further information

Naked Wines plc **ir@nakedwines.com**
Nick Devlin, Chief Executive Officer
Shawn Tabak, Chief Financial Officer

Instinctif Partners (PR Agency) **Tel: 0207 457 2020 or 07931 598 593**
Damian Reece / Guy Scarborough / Sarah Hourahane

About Naked Wines plc

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

Why? Because this business model allows us to generate better economics for everyone. Talented winemakers get the support, funding and freedom they need to make the best wine possible, while wine drinkers who support them get much better wine at more attractive prices than at traditional retail.

It's a unique business model. Naked Wines customers commit to a fixed prepayment each month, which is applied 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 drinkers and winemakers.

Our mission is to change the way the whole wine industry works for the better. In the last year, we have served more than 945,000 members (who we call

Angels) across the US, UK and Australia, making us a leading player in the fast-growing direct-to-consumer wine market.

Our Angels have direct access to 226 of the world's best independent winemakers making over 1,500 quality wines in 20 different countries. We collaborate with some of the world's best independent winemakers, such as Matt Parish (Beringer, Stags' Leap) and eight-time Winemaker of the Year, Daryl Groom (Penfolds Grange).

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