

Naked Wines PLC - Appointment of Chief Financial Officer

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Naked Wines PLC

28 August 2024

Naked Wines plc

("Naked Wines" or "Group")

Appointment of Chief Financial Officer

Naked Wines plc (AIM: WINE) is pleased to announce the appointment of Dominic Neary as Chief Financial Officer (CFO). Dominic will join Naked Wines on 11 November 2024, and will also be appointed to the Board at that time.

Dominic joins Naked Wines from his position as CFO at Mind Gym PLC (AIM: MIND) where he has helped return the business to profitability, whilst building scalable global operations. He brings with him significant experience from senior finance roles at international high growth consumer, digital and FMCG companies.

Dominic previously spent 10 years in various financial positions at Reckitt Benckiser culminating in the role of Regional Finance Director of its North American Pharmaceuticals business, where he was instrumental in the successful listing of Indivior plc. As Commercial Finance Director at Moneysupermarket.com, he helped return the Insurance business to double digit growth and as Regional Finance Director he helped Just Eat optimise its digital investments which led to substantial growth in the EU region; he also played a key role in the integration of Just Eat's newly acquired Delivery business.

Dominic will succeed James Crawford who, as previously announced, is stepping down as CFO in the Autumn of 2024 and is supporting the CFO transition process.

Rodrigo Maza, Chief Executive Officer of Naked Wines, said:

"I'm delighted to announce Dominic's appointment as our new CFO. His experience in consumer and digital businesses, coupled with his international and US experience, make him a valuable partner as we focus on returning Naked Wines to sustainable profitable growth."

As required under Schedule Two, paragraph (g) of the AIM Rules for Companies, further disclosures on Mr Neary are as follows:

Dominic Terence Neary, aged 48, has held the following directorships and/or partnerships in the past five years:

Current directorships and/or partnerships:

Mind Gym PLC

Past directorships and/or partnerships:

Precision Proco Group LTD
Precision Printing Co. Limited

There is no further information on Mr Neary required to be disclosed under Schedule Two, paragraph (g) of the AIM Rules for Companies.

For further information, please contact:

Naked Wines plc

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About Naked Wines plc

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 15 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 customers have direct access to 299 of the world's best independent winemakers and over 2,500 quality wines from 23 countries. In the last financial year, we served more than 723,000 Angels in the US, UK and

Australia, making us a leading player in the fast-growing direct-to-consumer wine market.

For more information visit nakedwines.com or follow us [@nakedwines](https://twitter.com/nakedwines).

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