NEWS RELEASE

Naked Wines PLC - Director/PDMR Shareholding

4/4/2023

RNS Number : 2351V

Naked Wines PLC

04 April 2023

Naked Wines plc
(the "Company")

Director/PDMR Shareholding

The Board of Naked Wines announces that James Crawford, Chief Financial Officer and Executive Director, has sold 11,742 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares") at a price of 102.5p per share and bought, into his ISA, 11,728 Ordinary Shares at a price of 102.5p per share (the "Transfer").

Following the Transfer, Mr. Crawford's beneficial interest in the Company and that of persons closely associated with him will be 169,050 Ordinary Shares representing approximately 0.228% 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:

DIRECTOR/PDMR SHAREHOLDING

<table>
<tr><td>1</td><td colspan="2">Details of the person discharging managerial responsibilities/person closely associated</td></tr>
<tr><td>a)</td><td>Name</td><td>James Crawford</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/Status</td><td>Chief Financial Officer and Executive Director</td></tr>
<tr><td>b)</td><td>Initial Notification/Amendment</td><td>Initial Notification</td></tr>
<tr><td>3</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
<tr><td>a)</td><td>Name</td><td>Naked Wines plc</td></tr>
<tr><td>b)</td><td>LEI</td><td>213800IYPFIRRQQE9R62</td></tr>
<tr><td>4</td><td colspan="2">Details of the transaction(s): sec on 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</td></tr>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument

Identification code</td><td>Ordinary shares of 7.5p

GB00B021F836</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Transfer to ISA</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£1.025</td><td>11,742</td></tr><tr><td>£1.025</td><td>11,728</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregate information

Aggregated volume

Price</td><td>(1) 11,742 Ordinary Shares sold
(2) 11,728 Ordinary Shares purchased

(1) £12.035.55
(2) £12,021.20</td></tr>
<tr><td>e)</td><td>Date of transaction</td><td>31st March 2023</td></tr>
<tr><td>f)</td><td>Place of transaction</td><td>London Stock Exchange</td></tr>
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For further information, please contact:

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<tr><td></td><td></td></tr>
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Naked Wines plc Nick Devlin, Chief Executive Officer James Crawford, Chief Financial Officer	**ir@nakedwines.com**
Investec **(NOMAD & Joint Corporate Broker)** David Flin / Carlton Nelson / Ben Farrow	**Tel: 0207 597 5970**
Jefferies International Limited **(Joint Corporate Broker)** Ed Matthews / David Genis / Harry Clements	**Tel: 0207 029 8000**
Instinctif Partners (PR Agency) Damian Reece / Guy Scarborough / Sarah Hourahane	**Tel: 0207 457 2020 or 07917 178 920**

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