NEWS RELEASE

Naked Wines PLC - Director/PDMR Shareholding

9/8/2021

RNS Number : 1424L

Naked Wines PLC

08 September 2021

For Immediate Release

08 September 2021

Naked Wines plc
(the "Company")

Grant of awards under existing Share Incentive Plan

Naked Wines plc announces that the following conditional share awards have been granted to staff on 03 September 2021:

- Conditional share awards over a total of 98,763 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares") were granted to employees pursuant to the Company's Share Incentive Plan ("SIP").

Included in the list of employees the below PDMR (Person Discharging Managerial Responsibilities) and PCA (Person Closely Associated with a PDMR) received the following conditional awards:

Name	Title	Total Number of Ordinary Shares conditionally awarded	Total Number of Ordinary Shares held subject to LTIP and SIP awards
Nicholas Devlin	Chief Executive Officer Naked Wines plc	444 (2)	281,581 (3)
Lucy Devlin (1)	VP Planning, Procurement & Customer Experience Nakedwines.com, Inc.	444 (2)	28,872 (3)
Shawn Tabak	Chief Financial Officer Naked Wines plc	444	87,426

(3) Lucy Devlin is a PCA with Nicholas Devlin

(2) The total number of Ordinary Shares conditionally awarded to Nicholas Devlin and Lucy Devlin amounts in aggregate to 888

(3) The total number of Ordinary Shares held by Nicholas Devlin and Lucy Devlin subject to LTIP and SIP awards amounts in aggregate 310,453

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	1) Nicholas Devlin (PDMR) 2) Lucy Devlin (PCA)
2	**Reason for the notification**	
a)	Position/status	1) Chief Executive Officer Naked Wines plc 2) VP Planning, Procurement & Customer

		Experience Nakedwines.com, Inc.
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	Grant of conditional share awards under the Company's SIP to (1) PDMR and (2) PCA with PDMR	
c)	Price(s) and volume(s)	Price(s)	Volume(s)

		1) N/A — 1) 444 2) N/A — 2) 444
d)	Aggregated information –Aggregated volume –Price	 888 N/A
e)	Date of the transaction	03 September 2021
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	Shawn Tabak
2	**Reason for the notification**	
a)	Position/status	Chief Financial Officer Naked Wines plc
b)	Initial notification/	Initial Notification

	Amendment	
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	Grant of conditional share awards under the Company's SIP
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>N/A</td><td>444</td></tr><tr><td></td><td></td></tr></table>

d)	Aggregated information - Aggregated volume - Price	 N/A N/A
e)	Date of the transaction	03 September 2021
f)	Place of the transaction	London Stock Exchange (XLON); AIM Market

For further information, please contact:

Naked Wines plc — **ir@nakedwines.com**

Nick Devlin, Chief Executive Officer

Shawn Tabak, Chief Financial Officer

Investec
(NOMAD & Joint Corporate Broker) — **Tel: 0207 597 5970**

David Flin / Carlton Nelson / Ben Farrow

Jefferies International Limited
(Joint Corporate Broker) — **Tel: 0207 029 8000**

Ed Matthews / David Genis / Harry Clements

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

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 we think it's a better deal for everyone. Talented winemakers get the support, funding and freedom they need to make the best wine they've ever made. The wine drinkers who support them get much better wine at much better prices than traditional retail.

It's a unique business model. Naked Wines customers commit to a fixed prepayment each month which goes 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 drinker and winemaker.

Our mission is to change the way the whole wine industry works for the better. In the last year, we have served more than 850,000 Angel members in the US, UK and Australia, making us a leading player in the fast-growing direct-to-consumer wine market.

Our customers (who we call Angels) have direct access to 235 of the world's best independent winemakers making over 1,500 quality wines in 19 different countries. We collaborate with some of the world's best independent winemakers like Matt Parish (Beringer, Stags' Leap) and 8-time Winemaker of the Year Daryl Groom (Penfolds Grange).

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