NEWS RELEASE

Naked Wines PLC - Director/PDMR Shareholding

1/6/2023

RNS Number : 9728L

Naked Wines PLC

06 January 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 14,909 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares") at a price of 134.15p per share and bought, into his ISA, 14,723 Ordinary Shares at a price of 135.77p 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 169,064* Ordinary Shares representing approximately 0.228% of the issued share capital of the Company.

*Note: Mr. Crawford's beneficial interest in the Company was overstated in an 18 August 2022 RNS (Number 5366W) and an 8 December 2022 RNS (Number 9934I) by 5,563 shares due to an administrative error. Mr. Crawford's beneficial interest in the Company has been reduced by 5,563 shares to correct this error.

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><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>£1.3415</td><td>14,909</td></tr><tr><td>£1.3577</td><td>14,723</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregate information

Aggregated volume

Price</td><td>(1) 14,909 Ordinary Shares sold
(2) 14,723 Ordinary Shares purchased

(1) £20,000.52
(2) £19,989.42</td></tr>
<tr><td>e)</td><td>Date of transaction</td><td>4 January 2023</td></tr>
<tr><td>f)</td><td>Place of transaction</td><td>London Stock Exchange</td></tr>
</table>

For further information, please contact:

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**
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