NEWS RELEASE

Naked Wines PLC - Director/PDMR Shareholding

7/29/2022

RNS Number : 3221U

Naked Wines PLC

29 July 2022

Naked Wines plc
("Naked Wines" or the "Company")

Director/PDMR Shareholding

The Board of Naked Wines announces that Darryl Rawlings, Chairman of the Board, has been awarded 15,398 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares") in line with his contractual agreement between him and the Company for his services as Chairman. The purchase was made by the Company in the market.

Following the award of shares, Mr. Rawlings' beneficial interest in the Company and that of persons closely associated with him will be 105,766 Ordinary Shares representing approximately 0.14% 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>Darryl Rawlings</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/Status</td><td>Chairman of the Board</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>Award of Ordinary Shares</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>141.3p</td><td>15,398</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregate information

Aggregated volume

Price</td><td>

15,398 ordinary shares

£21,757.37</td></tr>
<tr><td>e)</td><td>Date of transaction</td><td>27 July 2022</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	**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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