NEWS RELEASE

Naked Wines PLC - Director/PDMR Shareholding

10/3/2023

RNS Number : 5751O

Naked Wines PLC

03 October 2023

For Immediate Release
3 October 2023

Naked Wines plc
(the "Company")

Director/PDMR Shareholding

The Board of Naked Wines announces that Nick Devlin, Chief Executive Officer, has purchased 35,000 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares"). In addition, Mr. Devlin was awarded 552 Ordinary Shares and Lucy Devlin was awarded 579 shares pursuant to the Company's Share Incentive Plan ("SIP").

Following the purchase of shares, Mr. Devlin's beneficial interest in the Company and that of persons closely associated with him will be 282,897 Ordinary Shares representing approximately 0.38% 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>1) Nick Devlin
2) Lucy Devlin</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/Status</td><td>1) Chief Executive Officer
2) Person Closely Associated with Nick Devlin</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): 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</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>Purchase of Ordinary Shares</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><th></th><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>1</td><td>£0.588</td><td>552</td></tr><tr><td>1</td><td>£0.576</td><td>35,000</td></tr><tr><td>2</td><td>£0.578</td><td>579</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregate information

Aggregated volume

Price</td><td>

1) 35,552 ordinary shares
2) 579 ordinary shares

1) £20,484.58
2) £334.66</td></tr>
<tr><td>e)</td><td>Date of transaction</td><td>1) 19 September 2023
2) 29 September 2023
3) 19 September 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 Chris MacDonald	**IR@nakedwines.com**
Investec (NOMAD & Joint Broker) David Flin / Carlton Nelson / Ben Farrow	Tel: 0207 597 5970
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