NEWS RELEASE

Naked Wines PLC - Director/PDMR Shareholding

12/18/2023

RNS Number : 0623X

Naked Wines PLC

18 December 2023

Naked Wines plc
(the "Company")

Director/PDMR Shareholding

The Board of Naked Wines announces that Jack Pailing, Non-Executive Director, has purchased 58,202 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares"). The Board of Naked Wines further announces that Nicola Pailing, a person closely associated with Jack Pailing, has purchased 46,250 Ordinary Shares, and Colebrooke Partners Limited, a person closely associated with Jack Pailing, has purchased 40,000 Ordinary Shares.

Following the purchase of shares, Mr. Pailing's beneficial interest in the Company and that of persons closely associated with him will be 673,654 Ordinary Shares representing approximately 0.91% 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) Jack Pailing
2) Nicola Pailing
3) Colebrooke Partners Limited</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) Non-Executive Director
2) Person closely associated with Jack Pailing, Non-Executive Director
3) Person closely associated with Jack Pailing, Non-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): 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><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>1)</td><td>£0.4242</td><td>58,202</td></tr><tr><td>2)</td><td>£0.4295</td><td>46,250</td></tr><tr><td>3)</td><td>£0.43</td><td>40,000</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregate information

Aggregated volume

Aggregated Price</td><td>

1) 58,202 ordinary shares
2) 46,250 ordinary shares
3) 40,000 ordinary shares

1) £24,689.29
2) £19,864.38
3) £17,200</td></tr>
<tr><td>e)</td><td>Date of transaction</td><td>1) 15 December 2023
2) 15 December 2023
3) 15 December 2023</td></tr>
<tr><td>f)</td><td>Place of transaction</td><td>London Stock Exchange</td></tr>
</table>

For further information, please contact:

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