NEWS RELEASE

Naked Wines PLC - Director/PDMR Shareholding

11/13/2023

RNS Number : 1537T

Naked Wines PLC

13 November 2023

For Immediate Release

13 November 2023

Naked Wines plc

(the "Company")

Director/PDMR Shareholding

The Board of Naked Wines announces that Stephen Bolton, a Non-Executive Director of the Company, has purchased 40,212 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares").

Following the purchase of shares, Mr. Bolton's beneficial interest in the Company and that of persons closely associated with him will be 40,212 Ordinary Shares representing approximately 0.054% 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>Stephen Bolton</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/Status</td><td>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>Price(s)</td><td>Volume(s)</td></tr><tr><td>£0.29829</td><td>40,212</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregate information

Aggregated volume

Price</td><td>

40,212 ordinary shares

£11,994.84</td></tr>
<tr><td>e)</td><td>Date of transaction</td><td>10 November 2023</td></tr>
<tr><td>f)</td><td>Place of transaction</td><td>London Stock Exchange (XLON); AIM Market</td></tr>
</table>

For further information, please contact:

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Rowan Gormley, Executive Chairman
James Crawford, Chief Financial Officer

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Chris MacDonald

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