NEWS RELEASE

Naked Wines PLC - Director/PDMR Shareholding

12/29/2023

RNS Number : 1202Y

Naked Wines PLC

29 December 2023

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Naked Wines plc
(the "Company")

Director/PDMR Shareholding

The Board of Naked Wines announces that Luke Gormley, a person closely associated with Rowan Gormley, Executive Chairman, has purchased 14,392 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares").

Following the purchase of shares, Mr. Gormley's beneficial interest in the Company and that of persons closely associated with him will be 2,256,104 Ordinary Shares representing approximately 3.05% 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>Luke Gormley</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/Status</td><td>Person closely associated with Rowan Gormley, Executive Chairman</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>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>£0.589736</td><td>14,392</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregate information

Aggregated volume

Price</td><td>

14,392 ordinary shares

£8,487.48</td></tr>
<tr><td>e)</td><td>Date of transaction</td><td>28 December 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:

Naked Wines plc **IR@nakedwines.com**
Rowan Gormley, Executive Chairman
James Crawford, Chief Financial Officer
Clara Melia / Catherine Miles

Investec (NOMAD & Joint Broker) Tel: 0207 597 5970

David Flin / Ben Farrow

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