NEWS RELEASE

Naked Wines PLC - Director/PDMR Shareholding

12/19/2023

RNS Number : 2921X

Naked Wines PLC

19 December 2023

For Immediate Release
19 December 2023

Naked Wines plc
(the "Company")

Director/PDMR Shareholding

The Board of Naked Wines announces that Rowan Gormley, Executive Chairman, has purchased 66,500 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 2,241,712 Ordinary Shares representing approximately 3.03% 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>Rowan 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>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): 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>Price(s)</th><th>Volume(s)</th></tr><tr><td>£0.503</td><td>19,000</td></tr><tr><td>£0.53</td><td>40,000</td></tr><tr><td>£0.49</td><td>7,500</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregate information

Aggregated volume

Price</td><td>66,500 ordinary shares

£34,432</td></tr>
<tr><td>e)</td><td>Date of transaction</td><td>18 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
Rowan Gormley, Executive Chairman
James Crawford, Chief Financial Officer
Clara Melia / Catherine Miles

IR@nakedwines.com

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