NEWS RELEASE

Naked Wines PLC - Director/PDMR Shareholding

11/13/2023

RNS Number : 1509T

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 James Crawford, Chief Financial Officer, has purchased 80,000 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares").

Following the purchase of shares, Mr. Crawford's beneficial interest in the Company and that of persons closely associated with him will be 269,961 Ordinary Shares representing approximately 0.365% 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>James Crawford</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/Status</td><td>Chief Financial Officer</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></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td></td><td>£0.298661</td><td>80,000</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregate information

Aggregated volume

Price</td><td>80,000 ordinary shares

£23,892.88</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:

Naked Wines plc
Rowan Gormley, Executive Chairman
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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