NEWS RELEASE

Naked Wines PLC - Directorate Change

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Naked Wines PLC

23 June 2022

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Naked Wines plc

("Naked" or the "Group")

Board Changes

Naked Wines is pleased to announce that Deirdre Runnette and Melanie Allen will join the Board with immediate effect as Independent Non-Executive Directors.

Deirdre Runnette pursued a successful career as a corporate lawyer before joining zulily, a fast-growing ecommerce company, in 2012 as its General Counsel, also taking on leadership roles covering compliance, tax and HR. In 2019, Deirdre joined Flexe,

Inc., a late-stage venture capital-backed tech company, as General Counsel and Chief People Officer. Deirdre will bring to Naked balanced experience scaling a business, as well as valuable insight into the US legal and compliance landscape.

Melanie Allen is an experienced marketing leader who spent 13 years at Proctor & Gamble before moving to Starbucks, where she undertook multiple marketing leadership roles. For the last 5 years Melanie has been Chief Marketing Officer at Brooks Running, where she has helped the business reposition to a consumer-centric business model. Melanie will bring skills in brand marketing, as well as marketing and scaling a DTC business in the US market.

Alongside these changes, Katrina Cliffe has informed the Board of her intention to step down from the Board on 31 July 2022.

David Stead has also indicated that he intends to step down from the board, at a date to be determined. David will continue in his role for an interim period whilst the search for a new Chair of the Audit Committee progresses.

Upon joining the Board Deirdre and Melanie will each become members of the Nomination, Remuneration and Audit Committees. Deirdre will become Chair of the Remuneration Committee when Katrina steps down from the Board on 31 July 2022.

Darryl Rawlings, Chairman, commented:

I would like to welcome Deirdre and Melanie to the Naked board as we continue to look toward capturing a $25 billion global total addressable market. Their unique experiences will bring additional strategic breadth to a company that has a tremendous offering for winemakers and for consumers, and is poised for growth.

I would also like to thank Katrina for her service over her 3 years on the Naked board. In Katrina's final year with Naked, she has spearheaded a very important initiative in our responsible growth strategy, a new Long-Term Incentive Plan designed to align equity compensation with the intrinsic value Naked creates as a corporation.

Deirdre Larkin Runnette (53) has held the following directorships in the past five years.

Previous Directorships

New Egen, Inc

Three Dollar Bill Cinema

zulily UK Limited

Deirdre Runnette does not hold any shares in the Group. There are no other matters which are required to be disclosed in accordance with Rule 17 and paragraph (g) of Schedule Two of the AIM Rules for Companies.

Melanie Allen (née Derifield) (50) has held the following directorships in the past five years.

Previous Directorships

Northwest Side Sewer LLC

Cre8 Contracting LLC

Melanie Allen does not hold any shares in the Group. There are no other matters which are required to be disclosed in accordance with Rule 17 and paragraph (g) of Schedule Two of the AIM Rules for Companies.

For further information, please contact:

Naked Wines plc

Nick Devlin, Chief Executive Officer

Shawn Tabak, Chief Financial Officer

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About Naked Wines plc

Naked Wines connects everyday wine drinkers with the world's best independent winemakers.

Why? Because we think it's a better deal for everyone. Talented winemakers get the support, funding and freedom they need to make the best wine they've ever made. The wine drinkers who support them get much better wine at much better prices than traditional retail.

It's a unique business model. Naked Wines customers commit to a fixed prepayment each month which goes towards their next purchase. Naked in turn funds the production costs for winemakers, generating savings that are passed back to its customers. It creates a virtuous circle that benefits both wine drinker and winemaker.

Our mission is to change the way the whole wine industry works for the better. In the last year, we have served more than 960,000 Angel members in the US, UK and Australia, making us a leading player in the fast-growing direct-to-consumer wine market.

Our customers (who we call Angels) have direct access to 266 of the world's best independent winemakers making over 2,500 quality wines in 20 different countries. We collaborate with some of the world's best independent winemakers like Matt Parish (Beringer, Stags' Leap) and 8-time Winemaker of the Year Daryl Groom (Penfolds Grange).

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