NEWS RELEASE

Naked Wines PLC - Issue of shares under Share Incentive Plan

8/2/2023

RNS Number : 1023I

Naked Wines PLC

02 August 2023

For Immediate Release
02 August 2023

Naked Wines plc

(the "Company")

Issue of shares under existing Share Incentive Plan

The Board of Naked Wines announces that 911 shares of 7.5 pence each in the Company ("Ordinary Shares"), awarded in 2020 under the terms of the Company's Share Incentive Plan, have now vested to James Crawford, Chief Financial Officer, based on the standard condition of three years continued service. Following the Transfer, Mr. Crawford's beneficial interest in the Company and that of persons closely associated with him will be 169,961 Ordinary Shares representing approximately 0.23% 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>Vesting of share awards under Company's SIP</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>£0.74</td><td>911</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregate information

Aggregated volume

Price</td><td>

911 vested shares under Company's SIP

£674.14</td></tr>
<tr><td>e)</td><td>Date of transaction</td><td>31 July 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**
Nick Devlin, Chief Executive Officer

James Crawford, Chief Financial Officer Clara Melia / Chris MacDonald	
Investec (NOMAD & Joint Broker) David Flin / Ben Farrow	Tel: 0207 597 5970
Jefferies (Joint Broker) Ed Matthews / Gill O'Driscoll	Tel: 0207 029 8000
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