NEWS RELEASE

Result of Share Buyback via Reverse ABB

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Naked Wines PLC

23 December 2025

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Naked Wines plc

('Naked Wines' or the 'Company' or the 'Group')

23 December 2025

Result of Share Buyback via Reverse Accelerated Bookbuild
Total Voting Rights

Following the launch announcement on 22 December 2025 (the "**Launch Announcement**"), Naked Wines is pleased to announce the final results of the share buyback to purchase ordinary shares of 7.5 pence each in the Company ("**Ordinary Shares**") via a reverse accelerated bookbuild (the "**RABB Buyback**"). The Board is pleased to advise that the total consideration of £2 million under the RABB Buyback has been completed.

Pursuant to the RABB Buyback, 2,766,665 Ordinary Shares will be acquired at a price of 72 pence per Ordinary Share for total consideration of £2 million by Panmure Liberum, acting as principal.

All Ordinary Shares purchased under the RABB Buyback shall be classified as shares held in treasury. Such treasury shares have no voting rights at the Company's general meetings.

Following the settlement of the RABB Buyback on 29 December 2025, the Company's issued ordinary share capital will be 68,950,415 Ordinary Shares, with 2,766,665 held in treasury and the total number of voting rights in the Company will be 68,950,415. This figure may be used by Shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the

Company, under the Disclosure Guidance and Transparency Rules of the Financial Conduct Authority.

Enquires:

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About Naked Wines

Naked Wines is not just an online wine retailer; we're trailblazers on a mission to enable enthusiastic wine drinkers to enjoy great wine without the guesswork.

Founded in 2008, on the pillars of quality, choice and fair pricing, we set out to create the most inclusive wine club in the world - dedicated to transforming the wine-buying experience and empowering people to make their own wine choices, and championing world-class independent winemakers. We've proudly been delivering outstanding wines to our customers (who we call Angels) for over 16 years.

Our business model is simple yet innovative: Naked Wines funds the production costs for winemakers upfront, allowing them to focus on creating exceptional wines without the financial burdens of traditional wine production, while passing the resulting savings back to our customers.

The virtuous circle is a win-win for both wine lovers and winemakers, and enables us to deliver superior benefits to our customers:

- Better quality wine
- More choice
- Personalised wine recommendations
- Elimination of guesswork and uncertainty
- Fair payments for all involved

Our Angel customers in the UK, US and Australia have direct access to over 300 world-class independent winemakers and over 2,500 quality wines from 23 countries.

For more information visit **nakedwinesplc.co.uk** and **nakedwines.co.uk** or find us **@nakedwines**

Important Notices

The information contained within this Announcement is deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulations (Regulation 596/2014) as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018. Upon the publication of this Announcement via a Regulatory Information Service, this inside information is now considered to be in the public domain.

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