20 August 2025

Naked Wines Plc
(the "Company")

Director/PDMR Dealing

The Board of Naked Wines announces that Nicola Pailing, a person closely associated with Jack Pailing, Non-Executive Chair of the Company, has sold 13,918 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares").

Following the sale of shares, Mr. Pailing's beneficial interest in the Company and that of persons closely associated with him is 747,854 Ordinary Shares representing approximately 1.01% 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

1.	Details of PDMR / person closely associated with them ('PCA')		
a)	Name	Nicola Pailing	
2.	Reason for the Notification		
a)	Position / status	Person closely associated with Jack Pailing, Non-Executive Chair	
b)	Initial notification /amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Naked Wines plc	
b)	LEI	213800IYPFIRRQQE9R62	
4.	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		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 7.5p	
	Identification code	GB00B021F836	
b)	Nature of the transaction	Disposal of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.85	13,918
d)	Aggregated information: Aggregated volume Price	 13,918 £11,830.30	
e)	Date of the transaction	19 August 2025	
f)	Place of the transaction	London Stock Exchange (XLON); AIM	

For further information, please contact:

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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**