

**Naked Wines plc
(the "Company")**

Director/PDMR Shareholding

The Board of Naked Wines announces that Rowan Gormley, Executive Chairman, has purchased 16,459 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares").

Following the purchase of shares, Mr. Gormley's beneficial interest in the Company and that of persons closely associated with him will be 2,175,212 Ordinary Shares representing approximately 2.939% 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

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	Rowan Gormley					
2	Reason for the notification						
a)	Position/Status	Executive Chairman					
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	Purchase of Ordinary Shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£0.468</td><td>16,459</td></tr></table>		Price(s)	Volume(s)	£0.468	16,459
Price(s)	Volume(s)						
£0.468	16,459						
d)	Aggregate information						
	Aggregated volume	16,459 ordinary shares					
	Price	£7,702.81					
e)	Date of transaction	15 December 2023					
f)	Place of transaction	London Stock Exchange (XLON); AIM Market					

For further information, please contact:

Naked Wines plc

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James Crawford, Chief Financial Officer
Clara Melia / Catherine Miles

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