

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

Director/PDMR Shareholding

The Board of Naked Wines announces that Jack Pailing, Non-Executive Director, has purchased 58,202 ordinary shares of 7.5 pence each in the Company ("Ordinary Shares"). The Board of Naked Wines further announces that Nicola Pailing, a person closely associated with Jack Pailing, has purchased 46,250 Ordinary Shares, and Colebrooke Partners Limited, a person closely associated with Jack Pailing, has purchased 40,000 Ordinary Shares.

Following the purchase of shares, Mr. Pailing's beneficial interest in the Company and that of persons closely associated with him will be 673,654 Ordinary Shares representing approximately 0.91% 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	1) Jack Pailing 2) Nicola Pailing 3) Colebrooke Partners Limited												
2	Reason for the notification													
a)	Position/Status	1) Non-Executive Director 2) Person closely associated with Jack Pailing, Non-Executive Director 3) Person closely associated with Jack Pailing, Non-Executive Director												
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	2138001YPFIRRQQE9R62												
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> <th></th><th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>1)</td><td>£0.4242</td><td>58,202</td></tr> <tr> <td>2)</td><td>£0.4295</td><td>46,250</td></tr> <tr> <td>3)</td><td>£0.43</td><td>40,000</td></tr> </table>		Price(s)	Volume(s)	1)	£0.4242	58,202	2)	£0.4295	46,250	3)	£0.43	40,000
	Price(s)	Volume(s)												
1)	£0.4242	58,202												
2)	£0.4295	46,250												
3)	£0.43	40,000												
d)	Aggregate information													
	Aggregated volume	1) 58,202 ordinary shares 2) 46,250 ordinary shares 3) 40,000 ordinary shares												
	Aggregated Price	1) £24,689.29 2) £19,864.38 3) £17,200												
e)	Date of transaction	1) 15 December 2023 2) 15 December 2023 3) 15 December 2023												
f)	Place of transaction	London Stock Exchange												

For further information, please contact:

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