

22 September 2023

For immediate release

## DFS Furniture PLC

### PDMR SHARE PURCHASE

#### NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

The Company has been notified that on 21 September 2023, the following Persons Discharging Managerial Responsibilities ("PDMRs") purchased shares in the Company:

Name of PDMR	Number of shares acquired	Purchase price per share	Date acquired
Steve Johnson	18,000	£1.11	21 September 2023
John Fallon	35,525	£1.12	21 September 2023
Elizabeth Fallon	36,858	£1.08	21 September 2023
Alison Hutchinson	21,777	£1.14	21 September 2023
Loraine Martins	10,888	£1.14	21 September 2023

The Notification of Dealing Form for each PDMR can be found below. This announcement is made in accordance with the UK Market Abuse Regulation (Regulation (EU) 596/2014, as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018).

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Steven Johnson
<b>2</b>	Reason for the notification	
a)	Position/status	Non-Executive Director - Chairman
b)	Initial notification /Amendment	Initial notification
<b>3</b>	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	DFS Furniture PLC
b)	LEI	213800GDSOBNKS1U1P93
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares 0.10p ISIN: GB00BTC0LB89
b)	Nature of the transaction	Purchase of shares on the market
c)	Price(s) and volume(s)	Price - £1.11 Volume - 18,000
d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	21 September 2023
f)	Place of the transaction	London

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	John Fallon
<b>2</b>	Reason for the notification	
a)	Position / Status	Chief Financial Officer

b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	DFS Furniture PLC
b)	LEI	213800GDSOBNKS1U1P93
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 Identification code	Ordinary Shares 0.10p ISIN: GB00BTC0LB89
b)	Nature of the transaction	Purchase of shares on the market
c)	Price(s) and volume(s)	Price - £1.12 Volume - 35,525
d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	21 September 2023
f)	Place of the transaction	London

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Elizabeth Fallon
2	Reason for the notification	
a)	Position / Status	PCA of John Fallon, Chief Financial Officer
b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	DFS Furniture PLC
b)	LEI	213800GDSOBNKS1U1P93
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 Identification code	Ordinary Shares 0.10p ISIN: GB00BTC0LB89
b)	Nature of the transaction	Purchase of shares on the market
c)	Price(s) and volume(s)	Price - £1.08 Volume - 36,858
d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	21 September 2023
f)	Place of the transaction	London

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Alison Hutchinson
2	Reason for the notification	
a)	Position / Status	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	DFS Furniture PLC
b)	LEI	213800GDSOBNKS1U1P93
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 Identification code	Ordinary Shares 0.10p ISIN: GB00BTC0LB89
b)	Nature of the transaction	Purchase of shares on the market
c)	Price(s) and volume(s)	Price - £1.14

c)	Price(s) and volume(s)	Price - £1.14 Volume - 21,777
d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	21 September 2023
f)	Place of the transaction	London

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Loraine Martins
2	Reason for the notification	
a)	Position / Status	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	DFS Furniture PLC
b)	LEI	213800GDSOBKNS1U1P93
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 Identification code	Ordinary Shares 0.10p ISIN: GB00BTC0LB89
b)	Nature of the transaction	Purchase of shares on the market
c)	Price(s) and volume(s)	Price - £1.14 Volume - 10,888
d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	21 September 2023
f)	Place of the transaction	London

**Enquiries:**

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**About DFS Furniture plc**

The Group is the clear market-leading retailer of living room furniture in the United Kingdom. Our Group purpose is to bring great design and comfort into every living room, in an affordable, responsible and sustainable manner. We operate an integrated physical and digital retail network of living room furniture showrooms and web sites in the United Kingdom, Republic of Ireland, trading through our leading brands, DFS and Sofology. We attract customers through our targeted and national marketing activities and our reputation for high quality products and service, breadth of product offer and favourable consumer financing options. We fulfil orders for our exclusive product ranges through our own UK finished goods factories, and through manufacturing partners located in the UK, Europe and Far East, and delivered with care through our expert final-mile delivery service "The Sofa Delivery Company Limited".

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