

11 March 2024



SANDERSON DESIGN GROUP PLC

("Sanderson Design Group", the "Company" or the "Group")

Collaboration to launch online shop for Morris & Co.

Sanderson Design Group PLC (AIM: SDG), the luxury interior design and furnishings group, is pleased to announce a direct-to-consumer collaboration in which Morris & Co. wallpapers, fabrics and licensed products will be made available from a dedicated online shop serving customers in the UK, USA and other countries worldwide.

This online collaboration is in line with the Group's strategy of identifying e-commerce opportunities, building brand equity and expediting international growth.

The Morris & Co. online shop will be launched in the second half of CY2024 and will be developed and operated in collaboration with Design Online Limited ("Design Online"), a business created by the leading internet retailer Jane Clayton and Company.

Design Online was founded in October 2020 to develop and operate the Scion brand's online shop, www.scionliving.com, which was launched in 2021 as the Group's first direct-to-consumer initiative. The success achieved by Scion, the Group's smallest brand, via the Scionliving.com website highlights the significant potential for an online shop for the much bigger and internationally recognised brand of Morris & Co.

This online collaboration creates the opportunity to showcase the full range of Morris & Co. products, including selected homewares alongside core wallpapers, fabrics and paints, and to become a focal point internationally for devotees of William Morris, who founded Morris & Co. in 1861.

In common with the Scion Living website, the Morris & Co. site will provide a made-to-measure service for curtains and blinds, which will be offered first in the UK and then in the USA shortly afterwards.

Bertie Clayton, Managing Director of Jane Clayton and Company and Design Online, said: "Interest in William Morris' iconic designs and remarkable story remains very strong around the world, presenting an opportunity for an online channel to attract new customers to Morris & Co. and connect directly with the brand's existing global following. We are thrilled to be collaborating with Sanderson Design Group to deliver and support a specialised online store for Morris & Co."

Lisa Montague, Sanderson Design Group's Chief Executive Officer, said: "We are delighted to be deepening our relationship with the team at Jane Clayton and Company on the development of this exciting new website for the Morris & Co. brand. This dedicated online shop will provide an important online route to market, with the objective of bringing more international customers to this iconic Arts & Crafts brand and cementing Morris & Co.'s position as the home of William Morris."

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Notes for editors:

About Sanderson Design Group

Sanderson Design Group PLC is a luxury interior furnishings company that designs, manufactures and markets wallpapers, fabrics and paints. In addition, the Company derives licensing income from the use of its designs on a wide range of products such as bed and bath collections, rugs, blinds and tableware.

Sanderson Design Group's brands include Zoffany, Sanderson, Morris & Co., Harlequin, Clarke & Clarke and Scion.

The Company has a strong UK manufacturing base comprising Anstey wallpaper factory in Loughborough and Standfast & Barracks a fabric printing factory, in Lancaster. Both sites manufacture for the Company and for other wallpaper and fabric brands.

Sanderson Design Group employs approximately 600 people, and its products are sold worldwide. It has showrooms in London, New York, Chicago and Amsterdam.

Sanderson Design Group trades on the AIM market of the London Stock Exchange under the ticker symbol SDG.

For further information please visit: www.sandersondesigngroup.com

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