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SANDERSON DESIGN GROUP PLC

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

Collaboration agreement with major William Morris archive in the US

Sanderson Design Group PLC (AIM: SDG), the luxury interior design and furnishings group, is pleased to announce that it has signed an exciting collaboration agreement for its Morris & Co. brand with The Huntington Library, Art Museum, and Botanical Gardens ("The Huntington"), a renowned education and research institution in San Marino, California, with a vast archive of William Morris's work, including textiles, wallpapers, tapestries, books and other items.

The Huntington archive includes unique, unfinished designs by William Morris and, under the terms of the collaboration agreement, Sanderson Design Group will use this unfinished work as the inspiration for an entirely new collection of Morris & Co. wallpapers and fabrics.

The expected launch date of this Morris & Co. collection, which will bring unseen designs by William Morris to a wide audience for the first time, is September 2025.

Lisa Montague, Sanderson Design Group's Chief Executive Officer, said: "We're delighted to sign this collaboration agreement with The Huntington, the custodian of one of the world's most important collections of work by William Morris. Under the collaboration, our Morris & Co. brand will create a completely new collection of wallpapers and fabrics based on unfinished designs in The Huntington archive, giving us the exciting opportunity to bring to life some of William Morris's unseen work."

Janet Alberti, Senior Vice President and Chief Financial Officer at The Huntington, said: "The Huntington is filled with opportunities for creative collaborations. This arrangement with Sanderson Design Group will help us share our extensive archive of William Morris's work with a global audience. We couldn't be more pleased."

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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

Standtast & 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

About The Huntington

The Huntington Library, Art Museum, and Botanical Gardens is a cultural and educational institution of global significance. Building on Henry E. and Arabella Huntington's renowned collections, The Huntington supports research and promotes education in the arts, humanities, and botanical science through the growth and preservation of its collections; the development of a community of scholars, school programs, and partnerships; and the display and interpretation of its extraordinary resources for diverse audiences. The Huntington is located at 1151 Oxford Road, San Marino, California, 12 miles from downtown Los Angeles. Visitor information: huntington.org.

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