

24 September 2024

DUNELM GROUP PLC

**NOTIFICATION OF TRANSACTIONS OF DIRECTORS/PERSONS EXERCISING MANAGERIAL RESPONSIBILITY
AND CONNECTED PERSONS**

Dunelm Group plc ("Dunelm" or the "Company") has been notified that WA Capital Limited (a company controlled by Sir Will and Lady Nadine Adderley) and Sir Will Adderley, Deputy Chair of Dunelm, have sold 10 million shares in the Company, representing approximately 4.9 per cent of its issued share capital. The shares were sold via secondary placing ("Placing") at a price of 1,140p per share.

Following the Placing, the aggregate holdings of Sir Will Adderley and his connected persons are as follows:

PDMR/Connected Person	Number of shares	% holding
Sir Will Adderley	17,231,779	8.5%
Lady Nadine Adderley	11,000,000	5.4%
WA Capital Investments Limited	36,000,000	17.8%
WA Capital Limited	0	0%
The Stoneygate Trust	1,967,250	1.0%
The Paddocks Discretionary Trust	172,750	0.1%
Total	66,371,779	32.8%

For further information please contact:

Dunelm Group plc

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DUNELM GROUP PLC
NOTIFICATION OF TRANSACTIONS OF PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Sir Will Adderley
2	Reason for the notification	
a)	Position/status	Deputy Chair

b)	Initial notification /Amendment	Initial notification				
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Dunelm Group plc				
b)	LEI	213800WCOWEI3T5DUV19				
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 of one pence each ISIN GB00BICQ739				
b)	Nature of the transaction	Secondary placing				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£11.40</td> <td>10,000,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£11.40	10,000,000
Price(s)	Volume(s)					
£11.40	10,000,000					
d)	Aggregated information - Aggregated volume - Price	10,000,000 £11.40				
e)	Date of the transaction	2024.09.23				
f)	Place of the transaction	London				

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