

2 October 2024

DUNELM GROUP PLC
**NOTIFICATION OF TRANSACTIONS OF DIRECTORS/PERSONS DISCHARGING MANAGERIAL
RESPONSIBILITY AND CONNECTED PERSONS**

Dunelm Group plc (the "Company") has been notified of the following purchases in its ordinary shares of 1p each:

Director/Person Discharging Managerial Responsibility	Date of purchase	No of shares	Price per share	Beneficial holding following dealing
Nick Wilkinson ¹ Chief Executive Officer	1 October 2024	9,941	£11.647	438,881 (0.22%)
Luisa Wright	2 October 2024	2,452	£11.391	7,182 (0.00%)

1. This purchase of shares satisfies Mr Wilkinson's obligation to invest two-thirds of his FY24 cash bonus (after payment of tax and national insurance) in Dunelm shares, as set out in the Company's approved Remuneration Policy.

For further information please contact:

Dunelm Group plc

Luisa Wright, Company Secretary

InvestorRelations@dunelm.com

MHP Communications

Rachel Farrington/Charles Hirst

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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	Nick Wilkinson
2	Reason for the notification	
a)	Position/status	Chief Executive Officer

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 ISINGB00B1CKQ739				
b)	Nature of the transaction	Purchase				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£11.647</td><td>9,941</td></tr></table>	Price(s)	Volume(s)	£11.647	9,941
Price(s)	Volume(s)					
£11.647	9,941					
d)	Aggregated information - Aggregated volume - Price	9,941 £11.647				
e)	Date of the transaction	2024.10.01				
f)	Place of the transaction	Tradeweb Europe Limited				

DUNELM GROUP PLC
NOTIFICATION OF TRANSACTIONS OF PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Luisa Wright
2	Reason for the notification	
a)	Position/status	PDMR
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

d)	LEI	Z13800VVUOWE1315LUV19					
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 ISINGB00B1CKQ739					
b)	Nature of the transaction	Purchase					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£11.391</td><td>2,452</td></tr></table>		Price(s)	Volume(s)	£11.391	2,452
Price(s)	Volume(s)						
£11.391	2,452						
d)	Aggregated information - Aggregated volume - Price	2,452 £11.391					
e)	Date of the transaction	2024.10.02					
f)	Place of the transaction	London Stock Exchange (XLON)					

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