

30 October 2024

DUNELM GROUP PLC

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

Dunelm Group plc (the "Company") has been notified that on 29 October 2024, Nick Wilkinson, Chief Executive Officer, exercised 59,896 nil cost options over ordinary shares of one pence each in the Company. These options were granted to him on 30 October 2021 under the terms of the Dunelm Group 2014 Long Term Incentive Plan. Mr Wilkinson has sold 28,236 ordinary shares at a price of 1161p per share to fund the tax and national insurance due in connection with this exercise.

For further information please contact:

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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 ISIN GB00BICQ739						
b)	Nature of the transaction	1. Exercise of nil cost options under the Long-Term Incentive Plan 2. Sale of shares to fund income tax and national insurance liability on exercise of such award						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>Nil</td><td>Exercise of options: 59,896</td></tr> <tr> <td>£11.61</td><td>Shares sold: 28,236</td></tr> </tbody> </table>	Price(s)	Volume(s)	Nil	Exercise of options: 59,896	£11.61	Shares sold: 28,236
Price(s)	Volume(s)							
Nil	Exercise of options: 59,896							
£11.61	Shares sold: 28,236							
d)	Aggregated information - Aggregated volume - Price	1. 59,896 2. 28,236 1. Nil 2. £11.61						
e)	Date of the transaction	2024.10.29						
f)	Place of the transaction	1. Outside a trading venue 2. London Stock Exchange (X LON)						

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