

1 November 2024

DUNELM GROUP PLC

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

Share purchase

Dunelm Group plc (the "Company") has been notified of the following purchase in its Ordinary Shares of one pence each:

Name of Director and position	Date of purchase	No of shares	Price per share	Beneficial holding following dealing
Karen Witts Chief Financial Officer	31 October 2024	8,375	£11.26	41,824 (0.02%)

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

LTIP Grant

On 31 October 2024 share incentive awards were granted over ordinary shares of one pence each in the Company, in the form of a nil cost option under the Dunelm Group 2014 Long Term Incentive Plan to the following persons discharging managerial responsibilities:

PDMR	Number of shares under award
Nick Wilkinson	121,687
Karen Witts	83,633
Luisa Wright	23,231
James Cooper	4,460

In the case of Nick Wilkinson, Karen Witts and Luisa Wright, the options may be exercised on or after 31 October 2027, subject to the satisfaction of performance conditions over the three financial periods commencing on 30 June 2024. These performance conditions are detailed in the Company's FY24 Annual Report. In the case of James Cooper, the options may be exercised on or after 31 October 2026, subject to the satisfaction of performance conditions.

On exercise, Nick Wilkinson and Karen Witts have each committed to retain (after sale to cover tax and national insurance liability on exercise), at least two thirds of these for the duration of employment. In addition, shareholding requirements apply for the duration of employment and for two years from termination of employment, as set out in the 2023 Remuneration Policy ("2023 Policy") approved on 16 November 2023.

In line with its 2023 Policy, the Remuneration Committee can apply malus or clawback to the award and has discretion to vary formulaic outturns where this does not reflect underlying performance or is inappropriate in the context of unexpected or unforeseen circumstances.

Share vest and disposal

On vesting of a conditional award under the Dunelm 2020 Share Plan, on 1 November 2024 Luisa Wright received 9,225 Ordinary Shares of one pence each in the Company and disposed of 4,349 shares to fund the income tax and National Insurance liability due.

For further information please contact:

Dunelm Group plc

MHP Communications

Rachel Farrington/Charles Hirst

dunelm@mhpc.com**DUNELM GROUP PLC****NOTIFICATION OF TRANSACTIONS OF PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES****Share purchase**

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Karen Witts					
2	Reason for the notification						
a)	Position/status	Chief Financial 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 ISINGB00BICQ739					
b)	Nature of the transaction	Purchase					
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>£11.26</td><td>8,375</td></tr> </tbody> </table>		Price(s)	Volume(s)	£11.26	8,375
Price(s)	Volume(s)						
£11.26	8,375						
d)	Aggregated information - Aggregated volume - Price	 8,375 £11.26					
e)	Date of the transaction	2024.10.31					
f)	Place of the transaction	London Stock Exchange (XLON)					

LTIP grant

1	Details of the person(s) discharging managerial responsibilities / person closely associated											
a)	Name	1. Nick Wilkinson 2. Karen Witts 3. Luisa Wright 4. James Cooper										
2	Reason for the notification											
a)	Position/status	1. Chief Executive 2. Chief Financial Officer 3. PDMR 4. 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										
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 ISINGB00BICQ739										
b)	Nature of the transaction	Grant of nil-cost share options conditional on future performance in accordance with the Company's long term incentive plan										
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>1. £Nil</td><td>121,687</td></tr> <tr> <td>2. £Nil</td><td>83,633</td></tr> <tr> <td>3. £Nil</td><td>23,231</td></tr> <tr> <td>4. £Nil</td><td>4,460</td></tr> </tbody> </table>	Price(s)	Volume(s)	1. £Nil	121,687	2. £Nil	83,633	3. £Nil	23,231	4. £Nil	4,460
Price(s)	Volume(s)											
1. £Nil	121,687											
2. £Nil	83,633											
3. £Nil	23,231											
4. £Nil	4,460											
d)	Aggregated information - Aggregated volume - Price	Single transaction for each individual										
e)	Date of the transaction	2024.10.31										

f)	Place of the transaction	Outside a trading venue
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DUNELM GROUP PLC
NOTIFICATION OF TRANSACTIONS OF PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES

Shares vest and disposal

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									
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 ISINGB00BICQ739									
b)	Nature of the transaction	1. Vesting of shares under the Dunelm 2020 Share Plan 2. Disposal of shares to fund income tax and National Insurance liability due									
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th><th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>1.</td><td>Nil</td><td>Shares vesting: 9,225</td></tr> <tr> <td>2.</td><td>£11.03</td><td>Shares sold: 4,349</td></tr> </tbody> </table>		Price(s)	Volume(s)	1.	Nil	Shares vesting: 9,225	2.	£11.03	Shares sold: 4,349
	Price(s)	Volume(s)									
1.	Nil	Shares vesting: 9,225									
2.	£11.03	Shares sold: 4,349									
d)	Aggregated information - Aggregated volume - Price	1. 9,225 2. 4,349 1. Nil 2. £11.03									
e)	Date of the transaction	1. 2024.11.1 2. 2024.11.1									
f)	Place of the transaction	1. Outside a trading venue 2. London Stock Exchange (XLON)									

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