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26 November 2024

boohoo group plc

("boohoo" or the "Company")

Admission, Total Voting Rights and Director Dealings

boohoo group plc (**AIM:BOO**), a leading online fashion group, is pleased to confirm, further to the Company's "Result of oversubscribed Placing & Subscription" and "Retail Offer Result & Clawback Placing Information" announcements released at 07:00 a.m. on 14 November 2024 and 18 November 2024 respectively (the "**Fundraising Announcements**"), that 126,908,442 New Ordinary Shares have been admitted to trading on AIM at 8:00 a.m. today.

Admission and Total Voting Rights

Following Admission, the total number of Ordinary Shares and voting rights in the Company is 1,395,992,878. No Ordinary Shares are held in treasury. This figure for the total number of Ordinary Shares may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the Financial Conduct Authority's Disclosure Guidance and Transparency Rules.

Director Dealings

Pursuant to the Placing, the Company confirms that Mahmud Kamani, Executive Vice Chair and a director of the Company, has purchased 16,519,230 Ordinary Shares in the Fundraising. As a result, he is beneficially interested in 174,499,110 Ordinary Shares, representing 12.50% of the Company's issued share capital.

Capitalised terms used but not defined in this announcement have the meanings given to them in the Fundraising Announcements unless the context provides otherwise.

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IMPORTANT NOTICES

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The value of Ordinary Shares and the income from them is not guaranteed and can fall as well as rise due to stock market and currency movements. When you sell your investment, you may get back less than you originally invested. Figures refer to past performance and past performance is not a reliable indicator of future results. Returns may increase or decrease as a result of currency fluctuations.

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The Retail Offer Shares to be issued or sold pursuant to the Retail Offer will not be admitted to trading on any stock exchange other than AIM.

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Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

Further details are set out in the below notification, made in accordance with the requirements of the UK Market Abuse Regulation.

| | | |
|----|--|----------------------|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | |
| a) | Name | Mahmud Kamani |
| 2 | Reason for the notification | |
| a) | Position/status | Executive Vice Chair |
| b) | Initial notification /Amendment | Initial notification |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | boohoo group plc |
| b) | LEI | 213800SZF3KFCECWY243 |
| 4 | Details of the transaction(s): section to be completed for (1) each type of | |

| | | | | | | | |
|----------|---|--|--|----------|-----------|----------|------------|
| 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 1p ISIN: JE00BG6L7297 | | | | | |
| b) | Nature of the transaction | Placing | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>31 pence</td><td>16,519,230</td></tr></table> | | Price(s) | Volume(s) | 31 pence | 16,519,230 |
| Price(s) | Volume(s) | | | | | | |
| 31 pence | 16,519,230 | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | N/A | | | | | |
| e) | Date of the transaction | 26 November 2024 | | | | | |
| f) | Place of the transaction | Off market | | | | | |

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