

29 November 2024

boohoo group plc
("boohoo" or the "Company")

Director Dealings

boohoo group plc (**AIM:BOO**), a leading online fashion group, announces that Carol Kane, Co-Founder and Executive Director, has today purchased 294,350 ordinary shares of 1 pence each in the Company ("Ordinary Shares") at a price of 33.888 pence per ordinary share.

Following this transaction, Carol has a beneficial interest in 20,294,350 Ordinary Shares, representing approximately 1.45% of the Company's issued share capital.

Enquiries

boohoo group plc

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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	Carol Kane
2	Reason for the notification	
a)	Position/status	Co-Founder and Executive Director
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 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	Ordinary shares of 1p

	instrument Identification code	ISIN: JE00BG6L7297	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		33.888 pence	294,350
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	29 November 2024	
f)	Place of the transaction	London Stock Exchange	

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