

FOR IMMEDIATE RELEASE

12 December 2024

boohoo group plc

("boohoo", "the Company" or "the Group")

PDMR Dealing and TVR

boohoo (AIM: BOO), a leading online fashion group, announces that Dan Finley, Group Chief Executive Officer and PDMR, has today purchased 286,475 ordinary shares of 1 pence each ("Ordinary Shares") at an average price of 34.7328 pence per Ordinary Share.

Following this transaction, Dan has an interest in 290,806 Ordinary Shares, representing approximately 0.02% per cent. of the Company's issued share capital. The notification below, made in accordance with the requirements of the EU Market Abuse Regulation, provides further detail.

Total Voting Rights

As at 12 December 2024 the total number of Ordinary Shares and voting rights in the Company is 1,396,912,394. No Ordinary Shares are held in treasury. This figure for 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 Rules and Transparency Rules.

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	Dan Finley
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	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 instrument Identification code	Ordinary shares of 1p ISIN: JE00BG6L7297		
b)	Nature of the transaction	Purchase of Ordinary Shares		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		See box d	See box d	
d)	Aggregated information - Aggregated volume - Price	286,475 34.7328 pence per Ordinary Share		
e)	Date of the transaction	12 December 2024		
f)	Place of the transaction	London Stock Exchange		

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Enquiries

boohoo group plc

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About boohoo group plc

"Leading the fashion eCommerce market"

Founded in Manchester in 2006, boohoo group is a fashion forward, inclusive and innovative business. The Group's brands are complementary, vibrant and scalable, delivering inspirational, on-trend fashion to our customers 24/7. The diversity of our brands, including the group's 5 core brands, boohoo, boohooMAN,

PrettyLittleThing, Karen Millen and Debenhams, enable us to serve a broad customer base, globally, with a primary focus on the UK and US markets. Since its acquisition in 2021, Debenhams has been transformed from a retailer into a digital marketplace with a capital-light, low-risk operating model and a focus on fashion, beauty as well as home. Boohoo group is concentrated on driving sustainable, profitable growth with technology and automation increasing efficiency across the business.

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