

13 December 2024

DFS Furniture plc

(the "Company")

Grant of awards under the DFS Group Share Plan (the "Plan")

The Company announces the following transactions by persons discharging managerial responsibilities ("PDMRs") in ordinary shares of the Company with a nominal value of £0.10 ("Shares") which took place on 12 December 2024.

The Executive Directors of the Company have been granted conditional share awards in the Company, pursuant to the Plan.

Reflecting the interim nature of Marie Wall's role, her conditional share award is subject to an additional condition that the award will not be capable of vesting to the extent Marie Wall remains in an interim, temporary role.

The quantum of the conditional share awards granted to Tim Stacey and Marie Wall was 80% and 65% of their respective base salaries.

No consideration was payable for the grant of the awards. Conditional share awards granted under the Plan will vest after a three-year performance period, subject to achievement of underpin conditions and will be subject to a two-year holding period after vesting.

Details of the conditional share awards under the Plan are as follows:

Name	Position	Number of shares subject to conditional awards
Tim Stacey	Chief Executive Officer	283,196
Marie Wall	Interim Chief Financial	182,724

NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Tim Stacey
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	DFS Furniture plc
b)	LEI	213800GDSOBNKS1U1P93
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 £0.10 each ISIN: GB00BTC0LB89
b)	Nature of the transaction	Grant of conditional share awards under the DFS Group Share Plan
c)	Price(s) and volume(s)	Price: N/A Volume: 283,196
d)	Aggregated information - Aggregated volume - Price	Not applicable - single transactions
e)	Date of the transaction	12 December 2024
f)	Place of the transaction	Outside of a trading venue

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Marie Wall
2	Reason for the notification	
a)	Position/status	Interim 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	DFS Furniture plc
b)	LEI	213800GDSBNKS1U1P93
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 £0.10 each ISIN: GB00BTC0LB89
b)	Nature of the transaction	Grant of conditional share awards under the DFS Group Share Plan
c)	Price(s) and volume(s)	Price: N/A Volume: 182,724
d)	Aggregated information - Aggregated volume - Price	Not applicable - single transactions
e)	Date of the transaction	12 December 2024
f)	Place of the transaction	Outside of a trading venue

Enquiries:

DFS

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About DFS Furniture plc

The Group is the clear market-leading retailer of living room furniture in the United Kingdom. Our Group purpose is to bring great design and comfort into every living room, in an affordable, responsible and sustainable manner. We operate an integrated physical and digital retail network of living room furniture showrooms and web sites in the United Kingdom, Republic of Ireland, trading through our leading brands, DFS and Sofology. We attract customers through our targeted and national marketing activities and our reputation for high quality products and service, breadth of product offer and favourable consumer financing options. We fulfil orders for our exclusive product ranges through our own UK finished goods factories, and through manufacturing partners located in the UK, Europe and Far East, and delivered with care through our expert final-mile delivery service "The Sofa Delivery Company Limited".

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