

For immediate release

20 January 2025



SANDERSON DESIGN GROUP PLC

("Sanderson Design Group", the "Company" or the "Group")

Notifications of transaction by Persons Discharging Managerial Responsibilities (together "PDMRs")

Sanderson Design Group PLC (AIM: SDG), the luxury interior design and furnishings group, announces that Mauricio Solodujin, Global Commercial Director, has purchased ordinary shares of 1p each in the Company ("Ordinary Shares").

The notification below is made in fulfilment of the obligation under Article 19 of the Market Abuse Regulation:

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name		Mauricio Solodujin	
2.	Reason for the notification			
a)	Position/status		Global Commercial Director	
b)	Initial notification/Amendment		Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name		Sanderson Design Group PLC	
b)	LEI		213800A8K2WOUZJQL93	
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 1 pence each GB0003061511	
b)	Nature of the transaction		Purchase of Ordinary Shares	
c)	Price(s) and volume(s)		Price(s) 1. £0.48	Volume(s) 10,362
d)	Aggregated information		N/A	
e)	Date of the transaction		20 January 2025	
f)	Place of the transaction		XLON	

For further information:

Sanderson Design Group PLC

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Notes for editors:

About Sanderson Design Group

Sanderson Design Group PLC is a luxury interior furnishings company that designs, manufactures and markets wallpapers, fabrics and paints. In addition, the Company derives licensing income from the use of its designs on a wide range of products such as bed and bath collections, rugs, blinds and tableware.

Sanderson Design Group's brands include Zoffany, Sanderson, Morris & Co., Harlequin, Clarke & Clarke and Scion.

The Company has a strong UK manufacturing base comprising Anstey wallpaper factory in Loughborough and Standfast & Barracks, a fabric printing factory, in Lancaster. Both sites manufacture for the Company and for other wallpaper and fabric brands.

Sanderson Design Group employs approximately 600 people and its products are sold worldwide. It has showrooms in London, New York, Chicago and Amsterdam.

Sanderson Design Group trades on the AIM market of the London Stock Exchange under the ticker symbol SDG.

LEI: 213800A8K2WOUZJIQL93

For further information please visit: www.sandersondesign.group

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