

22 January 2025

boohoo group plc

("boohoo" or the "Company")

Director's Dealing and TVR

boohoo group plc (**AIM:BOO**), a leading online fashion group, announces that Carol Kane, Co-Founder and Executive Director, has purchased 330,295 ordinary shares of 1 pence each in the Company ("Ordinary Shares") at a price of 30.20 pence per ordinary share.

Following this transaction, Carol has a beneficial interest in 20,945,588 Ordinary Shares, representing approximately 1.50% of the Company's issued share capital.

Total Voting Rights

As at 22 January 2025 the total number of Ordinary Shares and voting rights in the Company is 1,396,940,715. 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.

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 instrument Identification code	Ordinary shares of 1p ISIN: JE00BG6L7297					
b)	Nature of the transaction	Purchase of Ordinary Shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>30.20 pence</td><td>330,295</td></tr></table>	Price(s)	Volume(s)	30.20 pence	330,295	
Price(s)	Volume(s)						
30.20 pence	330,295						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of the transaction	21 January 2025					
f)	Place of the transaction	London Stock Exchange					

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