

For immediate release

06 May 2025



**SANDERSON DESIGN GROUP PLC**

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

**Notification of transactions by Director/Person Discharging Managerial Responsibility (together "PDMR")**

**Sanderson Design Group PLC** (AIM: SDG), the luxury interior design and furnishings group, announces that Juliette Stacey, Non-executive Director, has purchased 11,086 ordinary shares of 1p each in the Company ("Ordinary Shares").

Following this transaction, their holdings of Ordinary Shares are set out in the table below:

Director	No. of Ordinary Shares	Resultant Interest in Ordinary Shares	% of Total Voting Rights
Juliette Stacey	11,086	11,086	0.015

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	Juliette Stacey	
2.	Reason for the notification		
a)	Position/status	Non-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	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. £0.45	Volume(s) 11,086
d)	Aggregated information	N/A	
e)	Date of the transaction	02 May 2025	
f)	Place of the transaction	On Exchange AIM MTF	

For further information:

**Sanderson Design Group PLC****c/o Burson Buchanan +44 (0) 20 7466 5000**

Lisa Montague, Chief Executive Officer

Mike Woodcock, Chief Financial Officer

David Gracie, Company Secretary

**Investec Bank plc (Nominated Adviser and Joint Broker)** +44 (0) 20 7597 5970

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**Singer Capital Markets (Joint Broker)** +44 (0) 20 7496 3000

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**Burson Buchanan****+44 (0) 20 7466 5000**

Mark Court / Sophie Wills / Toto Berger / Abigail Gilchrist

[SDG@buchanan.uk.com](mailto:SDG@buchanan.uk.com)**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 550 people and its products are sold worldwide. It has showrooms in London, New York and Chicago.

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](http://www.sandersondesign.group)

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