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18 July 2025

Mulberry Group plc

Result of Retail Offer

On 10 July 2025 Mulberry Group plc (AIM: MUL) ("**Mulberry**" or the "**Company**" or together with its subsidiary undertakings, the "**Group**"), the British sustainable lifestyle brand, announced a conditional offer of up to 1,256,610 new ordinary shares of 5 pence each ("**Ordinary Shares**") via RetailBook (the "**Retail Offer**") to all holders of existing Ordinary Shares, save for those which had participated in a £20 million subscription of convertible loan notes also announced on that date.

Capitalised terms used in this Announcement shall, unless defined in this Announcement or the context provides otherwise, bear the same meaning ascribed to such terms in the 10 July 2025 announcement.

The Retail Offer

The Company announces that the Retail Offer closed at 12.00 p.m. on 18 July 2025 and that 107,720 new Ordinary Shares (the "**Retail Offer Shares**") had been applied for at the Issue Price of £0.975 per Retail Offer Share pursuant to the Retail Offer, raising approximately £105,000 (before expenses) for the Company.

As set out in the circular published on 14 July 2025, the issue of the Retail Offer Shares is conditional on the approval by the shareholders of the Company ("**Shareholders**") of certain resolutions to be proposed at the general meeting of the Company (the "**General Meeting**") to be held at the Company's offices at 30 Kensington Church Street, London W8 4HA at 11:30 a.m. on 31 July 2025 and on the Retail Offer Shares being admitted to trading on AIM ("**Admission**").

Admission and Total Voting Rights

Application has been made to the London Stock Exchange for the 107,720 Retail Offer Shares to be admitted to trading on AIM. Admission is expected to take place and dealings in the Retail Offer Shares are expected to commence at 8.00 a.m. on 31 July 2025, at which time it is also expected that the Retail Offer Shares will be enabled for settlement in CREST.

Immediately following Admission, the issued share capital of the Company is expected to comprise 70,577,191 Ordinary Shares. Each Ordinary Share has one voting right and no Ordinary Shares are held in treasury. From Admission, this figure may be used by Shareholders as the denominator for the calculation 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 FCA's Disclosure Guidance and Transparency Rules.

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The person responsible for arranging the release of this Announcement on behalf of the Company is Billie O'Connor, a director of the Company.

Notes:

References to times in this Announcement are to London time unless otherwise stated.

IMPORTANT INFORMATION

This Announcement has been prepared by, and is the sole responsibility of, the Company.

It is a term of the Retail Offer that the total value of the Retail Offer Shares available for subscription at the Issue Price under (i) the Retail Offer; and (ii) any other offer to the public in the United Kingdom falling within section 86(4) of the Financial Services and Markets Act 2000 ("FSMA"), does not (in aggregate) exceed the equivalent of €8 million. The Retail Offer is offered in the United Kingdom under the exemption from the requirement to publish a prospectus in section 86(1)(e) and 86(4) of FSMA. As such, there is no need for publication of a prospectus pursuant to the Prospectus Regulation Rules of the Financial Conduct Authority (the "FCA"), or for approval of the same by the FCA. The Retail Offer is not being made into any jurisdiction other than the United Kingdom.

No offering document, prospectus or admission document has been or will be prepared or submitted to be approved by the FCA (or any other authority) in relation to the Retail Offer, and investors' commitments will be made solely on the basis of the information contained in this Announcement and information that has been published by or on behalf of the Company prior to the date of this Announcement by notification to a Regulatory Information Service in accordance with the FCA's Disclosure Guidance and Transparency Rules and UK MAR.

This Announcement and the information contained herein is not for release, publication or distribution, directly or indirectly, in whole or in part, in or into or from the United States (including its territories and possessions, any state of the United States and the District of Columbia (the "**United States**" or "**US**")), Australia, Canada, New Zealand, Japan, the Republic of South Africa or any other jurisdiction where to do so might constitute a violation of the relevant laws or regulations of such jurisdiction.

The Retail Offer Shares have not been and will not be registered under the US Securities Act of 1933, as amended (the "**US Securities Act**") or under the applicable state securities laws of the United States and may not be offered or sold directly or indirectly in or into the United States. No public offering of the Retail Offer Shares is being made in the United States. The Retail Offer Shares are being offered and sold outside the United States in "**offshore transactions**", as defined in, and in compliance with, Regulation S under the US Securities Act. In addition, the Company has not been, and will not be, registered under the US Investment Company Act of 1940, as amended.

This Announcement does not constitute an offer to sell or issue or a solicitation of an offer to buy or subscribe for Retail Offer Shares in the United States, Australia, Canada, New Zealand, Japan, the Republic of South Africa or any other jurisdiction in which such offer or solicitation is or may be unlawful. No public offer of the securities referred to herein is being made in any such jurisdiction.

The distribution of this Announcement may be restricted by law in certain jurisdictions and persons into whose possession any document or other information referred to herein comes should inform themselves about and observe any such restriction. Any failure to comply with these restrictions may constitute a violation of the securities laws of any such jurisdiction.

RetailBook is a proprietary technology platform owned and operated by Retail Book Limited (registered address at 10 Queen Street Place, London EC4R 1AG). Retail Book Limited ("RetailBook") is authorised and regulated in the United Kingdom by the FCA (FRN 994238).

The value of the Ordinary Shares and the income from them is not guaranteed and can fall as well as rise due to stock market movements. When you sell your investment, you may get back less than you originally invested. Figures refer to past performance and past performance is not a reliable indicator of future results. Returns may increase or decrease as a result of currency fluctuations.

Neither the content of the Company's website (or any other website) nor the content of any website accessible from hyperlinks on the Company's website (or any other website) is incorporated into or forms part of this Announcement. The Retail Offer Shares to be issued or sold pursuant to the Retail Offer will not be admitted to trading on any stock exchange other than the London Stock Exchange.

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