

For immediate release

21 August 2025



**SANDERSON DESIGN GROUP PLC**

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

**Notifications of transactions 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) £0.55	Volume(s) 7,233
d)	Aggregated information		N/A	
e)	Date of the transaction		18 August 2025	
f)	Place of the transaction		XLON	

**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

**Investec Bank plc (Nominated Adviser and Joint Broker)**

**+44 (0) 20 7597 5970**

David Anderson / Charlotte Young

**Singer Capital Markets (Joint Broker)**

**+44 (0) 20 7496 3000**

Tom Salvesen / Jen Boorer / James Todd

**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 500 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.

For further information please visit: [www.sandersondesigngroup.com](http://www.sandersondesigngroup.com)

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHEAEPFALESEFA