

FOR IMMEDIATE RELEASE

27 August 2025

**boohoo group plc**  
**(the "Company" or "Debenhams Group")**

**PDMR Dealing**

Debenhams Group (AIM: DEBS), the online powerhouse in fashion, home and beauty, announces that Carol Kane, Founder, Group Executive Director and PDMR, has today purchased 6,862,230 ordinary shares of 1 pence each ("Ordinary Shares") at an average price of 14.50 pence per Ordinary Share.

Following this transaction, Carol has an interest in 27,807,818 Ordinary Shares, representing approximately 1.99% per cent. of the Company's issued share capital.

**Enquiries**

**Debenhams Group**

Phil Ellis, Chief Financial Officer Tel: +44 (0)161 233 2050

**Zeus Capital - Nominated adviser and joint broker**

Nick Cowles / Dan Bate / James Edis Tel: +44 (0)161 831 1512  
Benjamin Robertson Tel: +44 (0)20 3829 5000

**Panmure Liberum - Joint broker**

Max Jones / Ailsa MacMaster / Gaya Bhatt Tel: +44 (0)20 3100 2000

**Sodali & Co - Financial PR adviser**

Ben Foster / Louisa Henry Tel: +44 (0)20 3984 0114

**About Debenhams Group**

Debenhams Group is an online powerhouse in fashion, home, and beauty, serving millions of customers across five shopping destinations: Debenhams, Karen Millen, boohoo, MAN and PLT. Debenhams Group dates back to 1778 when William Clark, a retail pioneer of the time, opened the UK's first department store. Today, the Group is home to Debenhams-which was relaunched in 2021 as an online department store-and leading online fashion retailers, including boohoo, PLT, MAN, and Karen Millen.

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Carol Kane
2	Reason for the notification	
a)	Position/status	PDMR
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	Ordinary shares of 1p

	Instrument Identification code	ISIN: JE00BG6L7297	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		See box d	See box d
d)	Aggregated information - Aggregated volume - Price	6,862,230 14.50 pence per Ordinary Share	
e)	Date of the transaction	27 August 2025	
f)	Place of the transaction	London Stock Exchange	

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