

FOR IMMEDIATE RELEASE
2025

25 September

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

Directors' Dealing

Debenhams Group (AIM: DEBS), has been notified of the following purchases of ordinary shares of 1 pence each ("Ordinary Shares") by the following Directors of the Company:

Name	Position	New Ordinary Shares Purchased	Average purchase price	Interest in Ordinary Shares	Percentage of the Company's Issued Share Capital (%)
Iain McDonald	Non-Executive Director	300,161	13.143 pence	1,180,000	0.08%
John Gould	Non-Executive Director	200,000	12.500 pence	263,956	0.01%

Enquiries

Debenhams Group

Phil Ellis, Chief Financial Officer

Tel: +44 (0)161 233 2050

Zeus Capital - Nominated adviser and joint broker

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	Iain McDonald
2	Reason for the notification	
a)	Position/status	Non-Executive Director
b)	Initial notification	Initial notification

d)	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><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>13.14p</td><td>250,161</td></tr><tr><td>13.16p</td><td>50,000</td></tr></table>	Price(s)	Volume(s)	13.14p	250,161	13.16p	50,000	
Price(s)	Volume(s)								
13.14p	250,161								
13.16p	50,000								
d)	Aggregated information - Aggregated volume - Price	300,161 13.143 pence per Ordinary Share							
e)	Date of the transaction	22 September 2025							
f)	Place of the transaction	London Stock Exchange							

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	John Goold					
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	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>12.50p</td><td>200,000</td></tr></table>		Price(s)	Volume(s)	12.50p	200,000
Price(s)	Volume(s)						
12.50p	200,000						
d)	Aggregated information - Aggregated volume - Price	200,000 12.50p					
e)	Date of the transaction	24 September 2025					
f)	Place of the transaction	London Stock Exchange					

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