

FOR IMMEDIATE RELEASE

30 September 2025

boohoo group plc
(the "Company" or "Debenhams Group")
Directors' Dealing

Debenhams Group (AIM: DEBS), the online powerhouse in fashion, home and beauty, announces that Phil Ellis, Chief Financial Officer, has purchased 162,881 ordinary shares of 1 pence each in the Company ("**Ordinary Shares**") at a price of 12.3 pence per Ordinary Share.

Following this purchase, Phil has a beneficial interest in 162,881 Ordinary Shares, representing approximately 0.01% of the Company's issued share capital.

Following this Purchase Phil has the number of Shares and options over Shares set out in the table below:

Director	Shares held personally	Shares under option in LTIP	Shares held under SIP	Shares under option in SAYE	Shares under option in DSP	Shares under option in DIP	Shares under option in Conditional Award	Total interest
Phil Ellis	162,881	-	-	-	500,000	800,185	1,028,806	2,491,872

Enquiries

Debenhams Group

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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	Phil Ellis
2	Reason for the notification	
a)	Position/status	Chief Financial Officer
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)	Price(s)	Volume(s)
		12.2706 pence	162,881
d)	Aggregated information - Aggregated volume - Price	162,881 12.2706 pence per Ordinary Share	
e)	Date of the transaction	29 September 2025	
f)	Place of the transaction	London Stock Exchange	

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