

2 October 2025

DUNELM GROUP PLC

**NOTIFICATION OF TRANSACTIONS OF DIRECTORS/PERSONS EXERCISING MANAGERIAL
RESPONSIBILITY AND CONNECTED PERSONS**

Dunelm Group plc ("**Dunelm**" or the "**Company**") announces that on 1 October 2025 Clodagh Moriarty ("**Clo**"), Dunelm's newly appointed Chief Executive Officer, was granted a number of buy-out awards in the form of nil-cost options over ordinary shares of one pence each in Dunelm ("**Shares**") under the Dunelm Group plc 2014 Long-Term Incentive Plan (the "**LTIP**") as set out below.

The awards have been granted in accordance with the Company's Directors' Remuneration Policy in connection with buy-out arrangements to compensate Clo for share awards forfeited by her on leaving her former employer. The respective vesting dates have been determined so that each buy-out award will vest no earlier than the corresponding forfeited award. Further details of the buy-out arrangements will be included in the Company's Directors' Remuneration Reports for the years ending 28 June 2025 and 29 June 2026, including as regards the performance conditions applying to the buy-out awards granted in respect of forfeited LTIP awards.

- i. A nil-cost option granted over 108,436 Shares in respect of a forfeited 2022 LTIP award, which vested immediately on its grant.
- ii. A nil-cost option granted over 135,672 Shares in respect of a forfeited 2023 LTIP award, which will vest in July 2026 subject to the satisfaction of performance conditions.
- iii. A nil-cost option granted over 56,478 Shares in respect of a forfeited 2024 bonus share award, which will vest in March 2026.
- iv. A nil-cost option granted over 183,557 Shares in respect of a forfeited 2024 LTIP award, which will vest in October 2027 subject to the satisfaction of the same performance conditions as the FY25 Dunelm LTIP awards for executive directors.
- v. A nil-cost option granted over 41,160 Shares in respect of a forfeited 2025 bonus share award which will vest in March 2027.
- vi. A nil-cost option granted over 24,376 Shares in respect of a forfeited 2025 LTIP award, which will vest in October 2028 subject to the satisfaction of the same performance conditions as the FY26 Dunelm LTIP awards for executive directors.

Any shares acquired pursuant to a buy-out award will be subject to the requirement that two thirds of them (after sales for tax) must be retained for the duration of employment and conventional recovery provisions.

Dunelm Group plc
Luisa Wright, Company Secretary
Simon Hockridge, Director of Communications

investorrelations@dunelm.com

MHP Communications

Oliver Hughes / Rachel Farrington / Charles Hirst

dunelm@mhpgroup.com

ASSOCIATED WITH THEM

1 Details of the person discharging managerial responsibilities / person closely associated																										
a) Name	Clodagh Moriarty																									
2 Reason for the notification																										
a) Position/status	Director / PDMR - Chief Executive Officer																									
b) Initial notification /Amendment	Initial Notification																									
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor																										
a) Name	Dunelm Group plc																									
b) LEI	213800WCOWEI3T5DUV19																									
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	Ordinary Shares of one pence each																									
Identification code	ISINGB00BICQ739																									
b) Nature of the transaction	Grant of nil-cost options over ordinary shares made in accordance with the rules of the LTIP																									
c) Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td colspan="3">Recruitment Awards</td> </tr> <tr> <td>i.</td> <td>£Nil</td> <td>108,436</td> </tr> <tr> <td>ii.</td> <td>£Nil</td> <td>135,672</td> </tr> <tr> <td>iii.</td> <td>£Nil</td> <td>56,478</td> </tr> <tr> <td>iv.</td> <td>£Nil</td> <td>183,557</td> </tr> <tr> <td>v.</td> <td>£Nil</td> <td>41,160</td> </tr> <tr> <td>vi.</td> <td>£Nil</td> <td>24,376</td> </tr> </tbody> </table>			Price(s)	Volume(s)	Recruitment Awards			i.	£Nil	108,436	ii.	£Nil	135,672	iii.	£Nil	56,478	iv.	£Nil	183,557	v.	£Nil	41,160	vi.	£Nil	24,376
	Price(s)	Volume(s)																								
Recruitment Awards																										
i.	£Nil	108,436																								
ii.	£Nil	135,672																								
iii.	£Nil	56,478																								
iv.	£Nil	183,557																								
v.	£Nil	41,160																								
vi.	£Nil	24,376																								
d) Aggregated information	<table border="1"> <thead> <tr> <th>Aggregated Price</th> <th>Aggregated Volume</th> </tr> </thead> <tbody> <tr> <td>£Nil</td> <td>549,679</td> </tr> </tbody> </table>		Aggregated Price	Aggregated Volume	£Nil	549,679																				
Aggregated Price	Aggregated Volume																									
£Nil	549,679																									
e) Date of the transaction	1 October 2025																									
f) Place of the transaction	Outside a trading venue																									

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 or visit 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

DSHPKDBQKBDBNKK