

28 October 2025

DUNELM GROUP PLC

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

Dunelm Group plc (the "Company") has been notified of the following transactions on 27 October 2025:

1. Clo Moriarty, Chief Executive Officer, exercised 108,436 nil cost options over ordinary shares of one pence each in the Company. These options were granted to her on 1 October 2025 under the terms of the Dunelm Group 2014 Long Term Incentive Plan in connection with buy-out arrangements to compensate her for share awards forfeited upon leaving her former employer. Clo has sold 51,119 ordinary shares at a price of £11.48 per share to fund the tax and national insurance due in connection with this exercise.
2. Karen Witts, Chief Financial Officer, exercised 17,983 nil cost options over ordinary shares of one pence each in the Company. These options were granted to her on 27 October 2022 under the terms of the Dunelm Group 2014 Long Term Incentive Plan. Karen has sold 8,478 ordinary shares at a price of £11.44 per share to fund the tax and national insurance due in connection with this exercise.

For further information please contact:

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DUNELM GROUP PLC
NOTIFICATION OF TRANSACTIONS OF PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Clodagh Moriarty
2	Reason for the notification	
a)	Position/status	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 Identification code	Ordinary shares of one pence each ISIN:GB00BICQ739						
b)	Nature of the transaction	1. Exercise of nil cost options under the Long-Term Incentive Plan 2. Sale of shares to fund income tax and national insurance liability on exercise of such award						
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>Nil</td> <td>Exercise of options: 108,436</td> </tr> <tr> <td>£11.48</td> <td>Shares sold: 51,119</td> </tr> </table>	Price(s)	Volume(s)	Nil	Exercise of options: 108,436	£11.48	Shares sold: 51,119
Price(s)	Volume(s)							
Nil	Exercise of options: 108,436							
£11.48	Shares sold: 51,119							
d)	Aggregated information - Aggregated volume - Price	1. 108,436 2. 51,119 1. Nil 2. £11.48						
e)	Date of the transaction	2025.10.27						
f)	Place of the transaction	1. Outside a trading venue 2. London Stock Exchange (LON)						

DUNELM GROUP PLC
NOTIFICATION OF TRANSACTIONS OF PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Karen Witts
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	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 Identification code	Ordinary shares of one pence each ISIN:GB00BICQ739						
b)	Nature of the transaction	1. Exercise of nil cost options under the Long-Term Incentive Plan 2. Sale of shares to fund income tax and national insurance liability on exercise of such award						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>Nil</td><td>Exercise of options: 17,983</td></tr> <tr> <td>£11.44</td><td>Shares sold: 8,478</td></tr> </tbody> </table>	Price(s)	Volume(s)	Nil	Exercise of options: 17,983	£11.44	Shares sold: 8,478
Price(s)	Volume(s)							
Nil	Exercise of options: 17,983							
£11.44	Shares sold: 8,478							
d)	Aggregated information - Aggregated volume - Price	1. 17,983 2. 8,478 1. Nil 2. £11.44						
e)	Date of the transaction	2025.10.27						
f)	Place of the transaction	1. Outside a trading venue 2. London Stock Exchange (LON)						

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