

11 November 2025

DUNELM GROUP PLC
(the "Company" or "Dunelm")

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

Dunelm announces the following transactions of Persons Discharging Managerial Responsibility ("PDMR") in ordinary shares of one pence each in the share capital of the Company.

1	Details of the person discharging managerial responsibilities / person closely associated										
a)	Name	Luisa Wright									
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	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></th><th>Price(s)</th><th>Volume(s)</th></tr></thead><tbody><tr><td>1.</td><td>Nil</td><td>Exercise of options: 4,787</td></tr><tr><td>2.</td><td>£11.21</td><td>Shares sold: 2,257</td></tr></tbody></table>		Price(s)	Volume(s)	1.	Nil	Exercise of options: 4,787	2.	£11.21	Shares sold: 2,257
	Price(s)	Volume(s)									
1.	Nil	Exercise of options: 4,787									
2.	£11.21	Shares sold: 2,257									
d)	Aggregated information - Aggregated volume - Price	1. 4,787 2. 2,257 1. Nil 2. £11.21									

e)	Date of the transaction	1. 2025.11.10 2. 2025.11.10
f)	Place of the transaction	1. Outside a trading venue 2. London Stock Exchange (LON)

-Ends-

For further information please contact:

Dunelm Group plc
Simon Hockridge, Director of Communications InvestorRelations@dunelm.com

MHP Communications
Rachel Farrington
Charles Hirst dunelm@mhpgroup.com

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

DSHPKKBQCBDDODD