

25 November 2025

DUNELM GROUP PLC

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

The Dunelm Group plc (the "Company") announces that on 24 November 2025, as part of its all-employee Sharesave scheme for 2025, options were granted over ordinary shares of one pence each in the Company under the Dunelm Group 2014 Sharesave Plan ("Plan") to the following persons discharging managerial responsibilities who elected to participate at an option price of £9.27 per share:

PDMR	Number of options granted
Clo Moriarty	984
Karen Witts	1,968
Luisa Wright	984

In addition, the Company has been notified of the following purchase in its ordinary shares of 1p each:

Name of Director and position	Date of purchase	No of shares	Price per share (p)	Beneficial holding following dealing
Ajay Kavan Non-Executive Director	24 November 2025	3,220	1067.5	10,762

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DUNELM GROUP PLC
NOTIFICATION OF TRANSACTIONS OF PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES

Sharesave grant

1	Details of the person(s) discharging managerial responsibilities / person closely associated	
a)	Name	1. Clodagh Moriarty 2. Karen Witts

		3. Luisa Wright								
2	Reason for the notification									
a)	Position/status	1. Chief Executive 2. Chief Financial Officer 3. 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 ISINGB00BICQ739								
b)	Nature of the transaction	Grant of options under the Dunelm Sharesave Plan								
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1. £9.27</td> <td>984</td> </tr> <tr> <td>2. £9.27</td> <td>1,968</td> </tr> <tr> <td>3. £9.27</td> <td>984</td> </tr> </tbody> </table>	Price(s)	Volume(s)	1. £9.27	984	2. £9.27	1,968	3. £9.27	984
Price(s)	Volume(s)									
1. £9.27	984									
2. £9.27	1,968									
3. £9.27	984									
d)	Aggregated information - Aggregated volume - Price	Single transaction for each individual								
e)	Date of the transaction	2025.11.24								
f)	Place of the transaction	Outside a trading venue								

Share purchase

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Ajay Kavan
2	Reason for the notification	
a)	Position/status	Non-Executive Directive

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 ISINGB00BICQ739				
b)	Nature of the transaction	Purchase				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td>1067.5</td><td>3,220</td></tr> </table>	Price(s)	Volume(s)	1067.5	3,220
Price(s)	Volume(s)					
1067.5	3,220					
d)	Aggregated information - Aggregated volume - Price	3,220 1067.5p				
e)	Date of the transaction	2025.11.24				
f)	Place of the transaction	London Stock Exchange (LON)				

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