

3 December 2025

DUNELM GROUP PLC

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

Dunelm Group plc (the "Company") has been notified of the following purchase in its Ordinary Shares of one pence each:

Name of Director and position	Date of purchase	No of shares	Price per share	Beneficial holding following dealing
Karen Witts Chief Financial Officer	1 December 2025	10,790	£11.039	89,338 (0.04%)

This purchase of shares satisfies Karen Witts' obligation to invest two-thirds of her FY25 cash bonus (after payment of tax and national insurance) in Dunelm shares, as set out in the Company's approved Remuneration Policy.

For further information please contact:

Dunelm Group plc

Luisa Wright, Company Secretary

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MHP Communications

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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	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	Purchase				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£11.039</td> <td>10,790</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£11.039	10,790
Price(s)	Volume(s)					
£11.039	10,790					
d)	Aggregated information - Aggregated volume - Price	10,790 £11.039				
e)	Date of the transaction	2025.12.01				
f)	Place of the transaction	London Stock Exchange (LON)				

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