

3 December 2025

boohoo group plc
(the "Company" or the "Group" or "Debenhams Group")

Director Dealing and Total Voting Rights

Director Dealing

Debenhams Group (AIM:DEBS), a leading online fashion group, announces that Mahmud Kamani, Co-Founder and Executive Vice Chair, and his closely associated persons, have purchased 3,000,000 ordinary shares of 1 pence each in the Company.

Carol Kane, Co-Founder and Executive Director has also purchased 2,000,000 ordinary shares of 1 pence each in the Company.

Following these transactions, Mahmud Kamani and his closely associated persons have a beneficial interest in 177,499,110 Ordinary Shares, representing approximately 12.70% of the Company's issued share capital, and Carol Kane has a beneficial interest in 29,807,818 Ordinary Shares, representing approximately 2.13% of the Company's issued share capital.

Total Voting Rights

As at 27 November 2025 the total number of Ordinary Shares and voting rights in the Company remains unchanged at 1,397,498,112. No Ordinary Shares are held in treasury. This figure for total number of Ordinary Shares may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the Financial Conduct Authority's Disclosure Rules and Transparency Rule.

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Enquiries

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Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

Further details are set out in the below notification, made in accordance with the requirements of the UK Market Abuse Regulation.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Mahmud Kamani and Aisha Kamani
2	Reason for the notification	
a)	Position/status	Co-Founder and Executive Vice Chairman, and his closely associated person
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	boohoo group plc
b)	LEI	213800SZF3KFCECWY243
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	

	Conducted		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 1p ISIN: JE00BG6L7297	
b)	Nature of the transaction	Purchase of Ordinary Shares via SIPPs	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		(i) £0.1330	1,000,000
		(ii) £0.2133	1,000,000
		(iii) £0.2300	500,000
		(iv) £0.2400	500,000
d)	Aggregated information - Aggregated volume - Price	3,000,000 £0.193767	
e)	Date of the transaction	(i) 27 November 2025 (ii) 28 November 2025 (iii) 28 November 2025 (iv) 1 December 2025	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Carol Kane	
2	Reason for the notification		
a)	Position/status	Co-Founder and Executive Director	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	boohoo group plc	
b)	LEI	213800SZF3KFCECWY243	
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 1p ISIN: JE00BG6L7297	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		(i) £0.1330 (i i) £0.21334	1,000,000 1,000,000
d)	Aggregated information - Aggregated volume - Price	2,000,000 £0.1731875	
e)	Date of the transaction	(i) 27 November 2025 (ii) 28 November 2025	
f)	Place of the	London Stock Exchange	

About Debenhams Group

Debenhams Group is an online platform, for fashion, home, and beauty, serving millions of customers across five shopping destinations: Debenhams, Karen Millen, boohoo, MAN and PLT. Debenhams Group dates back to 1778 when William Clark, a retail pioneer of the time, opened the UK's first department store. Today, the Group is home to Debenhams, Britain's online department store and leading fashion-led marketplaces, boohoo, PLT, MAN, and Karen Millen.

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