

9 December 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.

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>										
a)	Name	James Cooper									
<b>2</b>	<b>Reason for the notification</b>										
a)	Position/status	PDMR									
b)	Initial notification /Amendment	Initial notification									
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>										
a)	Name	Dunelm Group plc									
b)	LEI	213800WCOWEI3T5DUV19									
<b>4</b>	<b>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</b>										
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: 5,773</td></tr><tr><td>2.</td><td>£11.15</td><td>Shares sold: 2,722</td></tr></tbody></table>		Price(s)	Volume(s)	1.	Nil	Exercise of options: 5,773	2.	£11.15	Shares sold: 2,722
	Price(s)	Volume(s)									
1.	Nil	Exercise of options: 5,773									
2.	£11.15	Shares sold: 2,722									
d)	Aggregated information  - Aggregated volume  - Price	1. 5,773 2. 2,722  1. Nil 2. £11.15									

e)	Date of the transaction	1. 2025.12.08 2. 2025.12.08
f)	Place of the transaction	1. Outside a trading venue 2. London Stock Exchange (LON)

-Ends-

For further information please contact:

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