

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.

1	Details of the person discharging managerial responsibilities / person closely associated										
a)	Name	James Cooper									
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 ISINGB00BICQ739									
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 (XLON)

-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

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