RNS Number : 0837U
Dunelm Group plc
24 February 2026

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DUNELM GROUP PLC

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

Dunelm Group plc (the "Company") has been notified that on 23 February 2026, Karen Witts, Chief Financial Officer, exercised 2,698 sharesave options over ordinary shares of one pence each in the Company. These options were granted to her on 22 November 2022 at 667 pence per share under the terms of the Dunelm Group 2014 Sharesave Plan and vested on 1 January 2026. Ms Witts will retain the shares in accordance with the shareholding guidelines set out in the approved Remuneration Policy.

For further information please contact:

Dunelm Group plc

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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 ISINGB00BICQ739
b)	Nature of the transaction	Exercise of options under the Sharesave Plan
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>667.0p</td><td>2,698</td></tr></table>
d)	Aggregated information - Aggregated volume - Price	 2,698 667.0p
e)	Date of the transaction	2026.02.23
f)	Place of the transaction	Outside a trading venue

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