RNS Number : 6893Y
Dunelm Group plc
31 March 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 30 March 2026, Clo Moriarty, Chief Executive Officer, exercised 56,478 nil cost options over ordinary shares of one pence each in the Company. These options were granted to her on 1 October 2025 under the terms of the Dunelm Group 2014 Long Term Incentive Plan in connection with buy-out arrangements to compensate her for share awards forfeited upon leaving her former employer. Clo has sold 26,626 ordinary shares at a price of £7.785 per share to fund the tax and national insurance due in connection with this exercise.

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	Clodagh Moriarty
2	**Reason for the notification**	
a)	Position/status	Chief Executive 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**	

<table>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument

Identification code</td><td>Ordinary shares of one pence each

ISINGB00BICQ739</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>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</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil

£7.785</td><td>Exercise of options: 56,478

Shares sold: 26,625</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information

- Aggregated volume

- Price</td><td>

1. 56,478
2. 26,625

1. Nil
2. £7.785</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>2026.03.30</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>1. Outside a trading venue

2. London Stock Exchange (XLON)</td></tr>
</table>

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