RNS Number : 3334M
Dr. Martens PLC
15 July 2026

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Dr. Martens plc - AGM Trading Update

FY27 guidance unchanged; on track with strategic objectives

Dr. Martens plc will hold its AGM at 09.30am today at 1-11 Hawley Crescent, Camden, London, NW1 8NP, and also provides the following update.

Trading since the start of this financial year has been in line with expectations and our outlook and guidance for FY27 are unchanged. We are focused on our ambition to become the world's most-desired premium footwear brand and are on track with our strategic objectives for FY27, as shared in our results on 19th May, which are:

- Consumer: Drive full price revenue mix in UK and DACH
- Product: Successfully introduce an innovative new sandals range
- Markets: Launch new retail concepts in key cities globally
- Organisation: Unlock operating model and technology benefits

Our largest market, the USA, continues to grow, with wholesale particularly encouraging. Our largest Asian markets, Japan and South Korea, are both performing well. Our European markets are performing as expected, against a challenging consumer backdrop.

Enquiries

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About Dr. Martens

Dr. Martens is an iconic British footwear brand founded in Northamptonshire, England. Its first silhouette, the 1460 boot - named after the date it was produced - rolled off the production line on 1st April 1960. Originally chosen by workers for their air-cushioned comfort and durability, "Docs" or "DM's" were later adopted by musicians and subcultural pioneers who took them from the street to the global stage.

Over six decades later, Dr. Martens operates in more than 60 countries and employs around 3,600 people. The company continues to honour the brand's heritage through its 'Made in England' footwear, manufactured at its original Northamptonshire factory, while meeting global demand from multiple high-quality production sites across Asia. All our products are made with an unwavering commitment to craft, combined with innovative techniques.

A brand built to put a bounce in the step of those who stand out from the crowd, Dr. Martens is available through Direct-to-Consumer (Retail and Ecommerce) and Wholesale channels. The brand's collections range from its Original silhouettes - The Icons such as the 1460 boot, 1461 shoe, 2976 Chelsea boot, and Adrian loafer - to modern franchises like the Zebzag, Buzz, and Lovell. The lineup also includes an extensive range of sandals, a dedicated

franchises like the Zebzag, Buzz, and Lowell. The lineup also includes an extensive range of sandals, a dedicated Kids collection, and a curated selection of bags, small leather goods, and accessories.

Every Dr. Martens product reflects craftsmanship, heritage, timeless style, comfort, and versatility. Having transcended generations, the brand stays as relevant today as it was at its inception. Its signature yellow welt stitching, grooved sole edges, and scripted "With Bouncing Soles" heel loops remain iconic symbols recognised around the world.

Dr. Martens plc (DOCS.L) is listed on the main market of the London Stock Exchange and is a constituent of the FTSE 250 index.

For more information, visit www.drmartens.com or www.drmartensplc.com

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