RNS Number : 0682V
Dunelm Group plc
16 September 2026

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DUNELM GROUP PLC

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

Dunelm Group plc has been notified of the following purchase in its ordinary shares of 1p each:

Name of Director and position	Date of purchase	No of shares	Price per share	Beneficial holding following dealing
Ajay Kavan Non-Executive Director	14 September 2026	3,302	£7.53	18,011

For further information please contact:

Dunelm Group plc

Luisa Wright/Simon Hockridge InvestorRelations@dunelm.com

MHP Communications

Rachel Farrington/Charles Hirst dunelm@mhpgroup.com

DUNELM GROUP PLC
NOTIFICATION OF TRANSACTIONS OF PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES

1	**Details of the person discharging managerial responsibilities / person closely associated**	
a)	Name	Ajay Kavan
2	**Reason for the notification**	
a)	Position/status	Non-Executive Director
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

<table>
<tr><td>4</td><td colspan="2">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</td></tr>
<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>Purchase</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>£7.53</td><td>3,302</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information

- Aggregated volume

- Price</td><td>

3,302

£7.53</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>2026.09.14</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange (XLON)</td></tr>
</table>

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